

PRINTERS' INK

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NEW YORK, DECEMBER 23, 1926

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N. W. Ayer & Son

Fostoria

A STRANGE task—to translate intangible beauty into words and pictures—to become purely practical about a subject for poets.

Fostoria was already fascinating when it came to Advertising Headquarters. It was color and form in perfect affinity, affording unending pleasure to the eye. It was for us to make it fashionable.

The vogue for colored glassware has been steadily growing. Now comes the full splendor of Fostoria, the complete dinner service made practicable for hot as well as cold foods. This story we have told over and again, always differently, always vividly—offering "The Little Book About Glassware," which apparently every woman in the world wants.

It's a very pleasant thing to do—to write about Fostoria—for we know we are helping to make daily meals more delightful, dinner tables brighter, homes more colorful and more beautiful places in which to live.



N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

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**The
Superior Purchasing Guide
Wishes
You,**

Buy
Christmas Seals



**Its 2300 Advertisers
Its 25,000 *Subscribers
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Compliments of the Season

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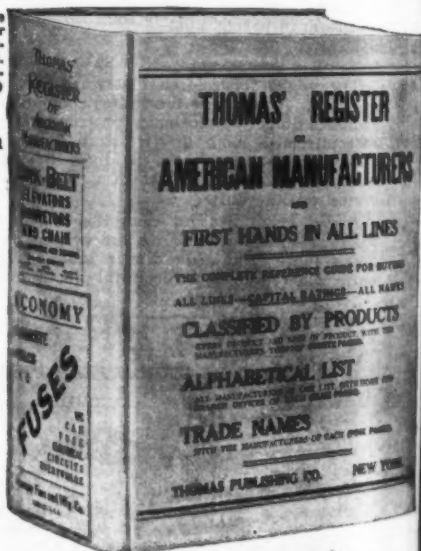
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BUYERS**

Prefer it,
order it,
pay for it,
use it.



**A. B. C.
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(THE ONLY ONE)



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All Lines Everywhere

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVII

NEW YORK, DECEMBER 23, 1926

No. 12

Nine Executives Answer the Question: Are Salesmen Burdened with Too Much Detail?

The Salesman's Primary Job Is to Sell and Details Should Not Be Permitted to Stand in His Way

By Roy Dickinson

SALESMEN frequently assert that their first duty is to sell merchandise, and that the more time they have to put on this one thing, the more sales they will make. It is a common complaint that the house is continually sending too much mail to read and giving the salesman too many things to do outside of his selling. Carbon copies, forms, letters, booklets, sales suggestions, go out in a steady stream, some salesmen say, so that when something really important comes along and a new selling idea is about to break, it doesn't receive nearly enough attention. In order to show that he didn't have much time left over for asking retailers to fill in blank forms, telling him that he had exceeded his credit limit and other unpleasant things, one salesman told his routine work in the "Bulletin" of the St. Louis Sales Managers Bureau. Here is the schedule which broke several men, and which starts the discussion from the salesman's point of view.

"I leave Brownport at 7 a.m. Monday morning for Lowden, eighty-seven miles away, seventy-five of which I travel on one road and twelve on a branch. I arrive at 10:30.

"Between Brownport and the Junction point I change my catalog pages in the Pullman car and do some writing. I work Lowden

from 10:30 in the morning to 2:30 in the afternoon, getting a twenty-minute lunch in the meantime. There are two customers there who have been notified, in advance, of my coming.

"I leave Lowden at 2:30 and get to Cartersville at 2:45. There are several accounts at Cartersville, one coal commissary, and one lumber yard—the last named being located right at the depot.

"I call on the lumber yard first, and generally sell them \$100 worth on each trip. This one takes fifteen to twenty minutes, so that by 3 p.m. I am in one of the stores with my catalog. I get through with the first man by four o'clock. He doesn't handle our cutlery.

"Meantime I have sent my sample trunk to the hotel, having taken out a combination roll of samples, which I take with me to the second store. This roll usually contains items that the customer hasn't seen before. I get through with this one by 5 or 5:30.

"I take the fourth man to dinner, after going through his Want Book. At dinner we talk business, and the order is completed in the hotel lobby, or sample room.

"At 7:30 I take an automobile to the coal commissary—three miles away. All buying is done there at night. I arrive at 7:45 and get through about 10:30, after spend-

ing half of the time waiting for other salesmen who have beaten me to it.

"I get back to the hotel at 11 p. m., write orders and mail until 12, and then take the 12:05 train for Jamestown, which is forty-five miles away. On the train I write up all orders that I haven't been able to finish at the hotel between 11 and 12 o'clock.

"I arrive at Jamestown at 1:40 a. m. and get to bed at 2 o'clock—'nothing to do till tomorrow.' By 7:30 next morning I am up and in the first store. The total sales on this Monday would average about \$600.

"The other five days of the week are about equally strenuous. Every Saturday I spend in Brownport, and average \$1,000 sales on each Saturday; this is perhaps the most strenuous day of any of them.

"I kept this up for thirteen years, making the regular rounds, and taking the same trains. During that time I averaged \$160,000 sales yearly, but I had two nervous collapses and at the end of the time I weighed only 135 pounds although 6 feet 2 inches in height, so I had to quit for something less strenuous."

A sad story that. One which would indicate that some salesmen, to put it mildly, have little time to add to their selling duties the job of local credit adviser, little time even to read and digest carbons of all correspondence going to the retailers in their territories.

"Sales work and credit work don't mix" say certain sales managers. The salesmen agree. It is the credit man's job to watch credits and get in the money. It is the salesman's job to use selling ideas and get the orders. Selling is one story. Attending to credit is something quite different.

A ROUND-TABLE DISCUSSION

Let us sit down at a table with men making and selling temperature indicators, watches, toilet goods, springs, paints, motorcycles, stoves, leather, spark plugs and electric appliances. That surely is a varied list and should give a fair picture of present prac-

tice in the matter of extra tasks besides selling that are loaded on the salesman.

E. Barclay Earhart, vice-president of Robert H. Foerderer, Inc., maker of Vici Kid, represents that class of manufacturers who sell to other manufacturers and not to retail merchants.

"We keep our salesmen fully advised on overdue accounts," says Mr. Earhart, "although we place very little burden upon them as far as collection work is concerned. This information is welcome by our men because there is nothing more distasteful to a leather salesman than to figure on a large order and then have it turned down for credit reasons."

Information without extra burden seems a good general principle.

Very often a customer refuses to take the remainder of a contract when the price drops, lets his account run long overdue, or does some other thing which worries the home office. It is but natural to say, "Jenkins is on the spot. Let him drop in and handle it in person." Perhaps Jenkins had made an appointment with a big prospect for the day the wire arrives telling him he will have to act as adjuster. He may have spent weeks preparing for his "closing" call. Along comes the wire ordering him to see the Union Paint store to try and collect a six-month-old account or to take up some other decidedly disagreeable matter with Henry Lewis, its owner. Jenkins is compelled to break his date to make a sale to act as bill collector. His enthusiasm may, and probably will wane. He has been asked to stop his selling to do a job which he thinks should be done by the credit department.

Another advocate of sales-work-for-salesmen is Henry H. Morse, sales manager of the Florence Stove Company, who says:

"It has always seemed foolish to me to have a salesman who is fighting for business and should be at concert pitch constantly, troubled with any kind of work that anyone else in the organization can do for him. The salesman, if he figures only his actual working

Well represented in the Bath Room Cabinet



The products shown in this
cabinet are advertised by
The H. K. McCann Company

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES



SAN FRANCISCO
MONTREAL

DENVER
TORONTO

time, is probably the most expensive employee in the company. If you divide a salesman's drawing account by the number of hours in the year that he actually spends talking to customers and prospects, you will find that his salary per effective working hour is tremendous. If you add to this his expenses you will find that the result is almost shocking. The salesman is the one man in the organization that must be given an opportunity to do his stuff without handicaps.

"In PRINTERS' INK several months ago there was an article by Francis S. Swayze, who formerly had charge of our sales analysis work, in which he showed a card that we use for a salesman's report. The salesman has a card for every customer and every prospect. He writes almost nothing on the card but there are places for him to check information either yes or no. He can do this almost while he is talking with his prospect, then he can slip that in an envelope and drop it into the first mail box he comes to. That is the only report we require a salesman to make out.

"The only correspondence that goes from our home office to a salesman on the road is copies of letters acknowledging inquiries from prospective customers and the salesman is not expected to keep these. A copy of the letter of acknowledgment shows him that a man in a certain town has inquired about the line and that the inquiry has been taken care of. The next time the salesman is routed to that town he will get a memorandum from the office telling him about the inquiry and he will also have instructions to call on the prospective customer.

"Collections should be handled by the credit and collection department. The question of returns and allowances is handled by correspondence.

"Of course there are times when we have to ask a salesman to see a dealer but those occasions are rare and usually a salesman is sent not to talk to the dealer about us but so that he can talk to us about the dealer. If it is a collection

matter the salesman goes not so much to collect the money as to put himself in a position to tell the credit department what reason there is, if any, why the customer does not meet his obligations."

Giving the salesman live prospects and using him only occasionally as a credit scout in close connection with his selling would seem to be a policy which would meet with most salesmen's approval.

In certain industries much of the credit information necessary, if the salesman is not to make calls in wrong places, is handled as a trade association matter. William Scheibel, of the Bulova Watch Company, explains how this method works out in his company:

"Our salesmen are furnished with rating books that are supplied by the National Jewelers Board of Trade. These rating books are made to our order and contain the names, addresses and ratings of the jewelers in the territory covered by each man. Being a member of the National Jewelers Board of Trade, we are entitled to this service.

"Every Monday morning we get a supplementary service sheet from the Board of Trade which contains the names of those that have closed their stores and at the same time it gives us any changes that have been made in ratings. These supplementary sheets are sent to each salesman and enable him to bring his rating book up to date.

NOT ALL JEWELERS SOLD

"We sell watches only to those jewelers who have certain ratings. In other words, any jeweler below a certain rating is not even called on by our salesman unless he happens to be an old account. When a jeweler falls behind in his payments or some of his notes go to protest, the salesman is immediately advised. In many cases our representative is able to get some money on account, although we do not ask our men to act as collectors for us. The main object in keeping the salesman informed as to the financial condition of any customer is to prevent him from wasting time in selling merchandise to a merchant whose order would

be held up by the Credit Department.

"Every salesman receives tissue carbon copies of all correspondence with customers, regardless of the subject written on. In this way, the man in the field is kept in close touch with everything that goes on in his territory. He knows when mail orders are received, when the customer is asked for a remittance, when the customer writes for electros or mats, etc."

The experiences of many companies prove that no general rule can be laid down as to how much credit information, carbons of letters, sales promotion material and similar matter should be sent to the men on the road. The form of sales organization in each company has a direct bearing on the question. The situation in the Moto Meter Company is representative of a large number of other companies. C. F. Hennecke of that company thus explains Moto Meter's organization and viewpoint:

"The sales of this company are conducted in the main through jobbing channels. The country is divided into five sections. Over each section presides a district manager whose only duty it is to call on the jobbers in his territory. We find that our district managers are extremely interested in every bit of correspondence which passes between manufacturer and jobber whether it be on orders, credit conditions, adjustments or whatever the case might be. Needless to say they get all correspondence and are anxious to receive it at all times.

"The only copy of correspondence which passes between us and our salesmen calling on dealers is that which is sent out by our trade promotion department, and I am right here to tell you that our men think this type of work is one of the most important which we do. It gives them an entree when calling on a dealer and in almost every case they find it to be exceptionally beneficial. Of course, not selling direct to the dealer, we have no instance in which we can report on credit conditions, etc.

"Summing up the whole thing, it is almost needless to say that both our district manager and our field salesmen secure an enormous amount of carbon copies but we have yet to receive a complaint from one of them on the amount of clerical work but rather just the opposite—they are for it 100 per cent."

"It is all a matter of selection," says T. H. Van Horn, sales manager of the Harvey Spring and Forging Company. He disagrees with salesmen and sales managers who think that unpleasant matters and difficulties should be kept from the salesman's knowledge. He makes these points:

"It has never been our policy to ask salesmen to act as collectors, but I do believe that the salesmen should be in touch with practically every transaction between his customers and the main house.

"If the customer is lax in his payments, the salesman operating in that territory should know about it and should have gray matter enough to watch his step when approaching the customer for more business.

"I am firmly convinced that any difficulty whatever that is experienced between the customer and the house should be transmitted in detail to the salesman, so that he is familiar in case the customer brings it up on an occasion of the salesman visiting him.

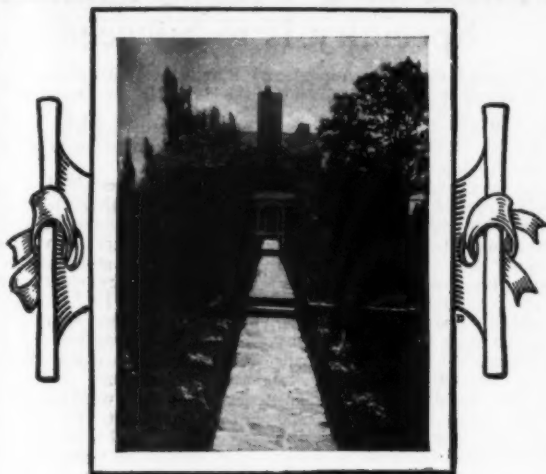
"There is no hard and fast rule whereby all carbon copies of all correspondence should be sent to the salesmen.

"Little minor details would only clutter up the salesman's mail but matters of importance should always be transmitted to the salesmen."

TRIED BOTH METHODS

Let us consider the experience of a concern which has tried both methods; no carbons or information of credit matters, and then full information. Note that B. A. Fueglein, of the Peaslee-Gaulbert Company makes the point that his company's salesmen prefer the latter plan.

"At one time we did not furnish
(Continued on page 158)



Spring Building Is Just Ahead

Plan now to get your product into the Plans of

80,000

HOME LOVERS

who will build, decorate, furnish, remodel, re-decorate and orient their homes during 1927.

DIRECT CONTACT—RESPONSIVE INTEREST

Through

THE HOUSE BEAUTIFUL

Only publication in the Class field devoted exclusively to the home and what makes it beautiful—only Class publication that hits the Bull's Eye (Home making exclusively) twelve times each year.

Circulation, 80,000 Guaranteed.

Net Paid (A B C) Rebate backed with liberal excess at current rates.

Interesting facts on request—Write now!

THE HOUSE BEAUTIFUL PUBLISHING CO., Inc.

8 Arlington Street, Boston, Mass.

A Member of the Class Group

First Find a Talking Point, If Specialty Is to Succeed

"We Changed the Sales Appeal and Planned to Advertise—Then We Succeeded," Says President of the Paris-Hecker Company

ABOUT a year ago the Paris-Hecker Company of Philadelphia developed a method of knitting pure silk into a fabric of unusual strength. The firm, manufacturing hosiery, made up some of the new material into women's underwear and tried to sell it in the usual hit-or-miss manner many new products are put on the market. At the end of eight months' beating on store buyers' doors, the concern had got no dealers at all.

Then the selling method was completely revolutionized, an advertising policy was adopted, and in the next four months this new underwear was featured by sixty-five important stores over the country, each an exclusive dealer.

According to E. J. Paris, president of the Paris-Hecker Company, "we started out in the highly competitive women's underwear field with an unusual product. But we tried to get the attention of buyers deluged with underwear products. Ours was, as far as they could see, just another of a long line, and we could make no impression.

"Having tried to get in the front door with little success, we decided to make our way into the store through the back entrance. We determined that instead of trying to push through a vast mass of underwear merchandise, we would put our goods in a class by themselves, slip in to the buyer and center undivided attention on an outstanding feature, and then talk advertising. This we could do, as we finally realized, because our knitting process was unlike any other and our fabric was the only one of its kind.

"Accordingly, we coined a name for the material—Spindrift—and we described it as 'Light as Sea Foam—Strong as the Tide.' The underwear itself we called Princess Royal, but emphasis was laid on the material itself. We were

going to sell Spindrift fabric first to the underwear buyer and underwear second.

"Having determined upon the basic idea of the sales approach, we outlined a definite campaign. We would start with a leading Fifth Avenue store and offer it exclusive agency rights until the beginning of 1927. We would back the product with 5,000 lines of local newspaper advertising over the store's name. We would furnish consumer folders to the dealer, and we would supply Spindrift booklets to the store clerks to give them all information necessary to sell the product.

"With entree to this one store, we would go after other high-class stores throughout the country.

"We would advertise in trade papers, and later we would go into consumer advertising—if the product went across.

BUYERS INTERESTED IN FABRIC

"The difference between our early method of trying to force recognition among a host of competing underwear brands and our second plan of stressing a unique fabric and backing it with a concrete advertising policy was all the difference between success and failure, and the four months following, June 1, 1926, saw us put Spindrift into sixty-five stores from coast to coast and from Duluth south to Dallas. Each of these stores was a high-class concern, as our underwear was a high-price garment.

"Where the trade would not listen to our story on the theme of underwear, it paid real attention to it from the angle of a new fabric. Buyers saw our merchandise in a new light, and having focused their attention on the unusual material, we were able to talk about our offer of 5,000 lines of local advertising for their use in intro-

MILWAUKEE—First City in Diversity of Industries!

Show and Sell It at the Food Show—

NEARLY 130,000 Greater Milwaukeeans attended the Eighth Annual Food and Household Exposition conducted by The Milwaukee Journal October 18 to 24.

The 132 exhibitors included national and local advertisers of food and household products, electrical appliances, cosmetics, musical instruments, furs and jewelry. Large sales of grand pianos, wash machines, vacuum cleaners, furs and diamonds at this great exposition reflect the high quality of "Food Show" attendance.

Reservations for a large percentage of the booth space at the 1927 Show have already been received. Write immediately for a list of available locations if you expect to be represented next year at "America's Greatest Food and Household Exposition."

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

ducing Spindrift undergarments to their customers. One large dealer who had refused to see our man while he was out trying to sell on the old plan, wired us to send up the salesman—after the first big store had featured our garments on the fabric idea.

"After each store took on our agency, we supplied it in proportion to its size with four-page folders picturing Princess Royal garments and outlining their many distinctive features, of which, naturally, strength due to Spindrift's special knitting was first.

"To clerks we supplied, through the department buyer, a sixteen-page booklet called 'What You Want To Know About—' and then on the inside—'Princess Royal fashioned underthings made of Spindrift.' Very briefly, but very graphically, we covered all the essential facts which the salesgirl should have at her fingertips in order to sell this underwear. A paragraph, or two at the most, in large type under a simple black and white sketch, gave this information.

"In order to enable the stores to lay a foundation for their use of the 5,000 lines of introductory advertising furnished by us, we laid out a series of advertisements which we sent out to dealers who wanted them. In these to the consumer, as in our selling talk to the dealer, we played up the fabric, in this manner:

Princess Royal marks the beginning of a new era in fine silk underthings! Silk underwear, yesterday, was about the same thing as silk underwear ten years ago.

Today—with the suddenness of an entirely new fashion—begins the era of something really different—something permanently better—Princess Royal Underthings made of pure, rich silk—finer, softer, more luxurious and at the same time stronger than anything you have ever before seen!

The great secret of their beauty and long wear is in the new, flawlessly pure silk of which they are made—*Spindrift*!

Never before has there been a pure silk so chiffon-soft and at the same time so iron-strong. Try as they will, human hands cannot tear it. And unless it is torn, it cannot run.

"A special tag reading, 'This garment made of Spindrift 100 per cent pure silk. No 'weighting'

or 'loading,'" was attached to each article.

"As a result of laying out a definite selling and advertising plan based on the outstanding feature of our product—its fabric—this previously rejected underwear has found its market in the leading stores of large towns and, beginning in March, we are planning to advertise it nationally in women's and women's class publications. At this time, exclusive agencies having been discontinued January 1, 1927, and the product having been opened to dealers generally, we expect to have wide distribution to take care of the national advertising."

T. F. Driscoll, Vice-President, National Advertisers

T. F. Driscoll, advertising manager of Armour & Company, Chicago, has been elected vice-president of the Association of National Advertisers. He succeeds Arthur H. Ogle, who was recently made secretary-treasurer. Mr. Driscoll will be succeeded on the board of directors by Guy C. Smith, advertising manager of Libby, McNeill & Libby, Chicago.

Link-Belt Account for Campbell-Ewald

The Link-Belt Company, Chicago, Link-Belt power transmission, conveying machinery, etc., has appointed the Chicago office of the Campbell-Ewald Company, advertising agency, to direct its advertising account.

Enoz Chemical Account for Green, Fulton, Cunningham

The Enoz Chemical Company, Chicago, manufacturer of Enoz moth liquid and Enoz fly spray, has appointed The Green, Fulton, Cunningham Company, Chicago advertising agency, to direct its advertising account.

R. G. Johnson, General Manager, Albany "Times-Union"

R. G. Johnson, who has been business manager of the Albany N. Y. *Times-Union*, has been advanced to the position of general manager. He will take over his new responsibilities on January 1.

Appoints Lord & Thomas and Logan

The Indiana Limestone Company, Chicago, has appointed Lord & Thomas and Logan to direct its advertising account.

Which Should It Be: "House Organ" or "House Magazine"?

IN recording and publishing **PRINTERS' INK's** list of company publications, which now totals more than 2,500 titles, we have found that some editors prefer to class their publications as "house organs" while others refer to them as "house magazines."

Which should it be? Which term is preferred and why?

The desire to know which is the most popular classification is not possessed by **PRINTERS' INK** alone. Many advertisers and editors of these publications have brought the question up in their correspondence. We, in turn, have sought the counsel of the Direct Mail Advertising Association, which informs us that the minutes of its house organ departmentals do not record any discussion of this question.

F. L. Pierce, executive secretary, whose letter follows, gives his personal reasons for supporting the term "house organ." Those who use "house magazines" also have undoubtedly given thought to this preference. A discussion of the reasons held by the adherents of the two terms should help establish a standard classification. — [Ed. **PRINTERS' INK**.

DIRECT MAIL ADVERTISING ASSOCIATION
DETROIT

Editor of **PRINTERS' INK**:

So far as I can recall the question of changing the name of house organs to house magazines has never been discussed in any D. M. A. A. session. I have just been over the minutes of the two house organ departmentals at the Detroit convention and while the two terms were used interchangeably by all of the speakers no question as to which term should be adopted seems to have arisen.

My own point of view is that the term house organ covers the ground as well as anything can. While it is true that there are some publications that are really magazines the majority of the 1,500 or 1,600 house organs that reach us are not of a calibre that justifies that classification. If the term house magazine was used it would be necessary to stick to some other term to cover the little Mimeographed, Multigraphed and four or six-page printed sheets of which there are so many.

Our own bulletin to members for example could by no means be called a

house magazine because it consists simply of sheets processed in imitation of typewritten matter.

After all just what does the word "organ" mean? The fourth definition given in Funk & Wagnall's Standard Dictionary is "An instrument or agency for communication of the views of a person or party; especially a newspaper or periodical published in the interest of some political party or religious denomination." It seems to me that that definition covers the publications put out by business houses as well as anything could and certainly has a much broader coverage than the term "house magazine."

Of course these are my own personal views but I do feel that if there was very much of a movement or a feeling even among house organ editors that a change should be made it would have come up in some of the discussions at the recent Detroit convention which related to house organ problems.

DIRECT MAIL ADVERTISING ASSOCIATION
F. L. PIERCE,
Executive Secretary.

Death of C. L. Armstrong

Charles Leland Armstrong, vice-president of the Izzard Company, Pacific Coast advertising agency, with headquarters at Seattle, died at Tacoma on December 14. Death was due as a result of injuries sustained in the World War when he served with the Canadian Army. Mr. Armstrong took part in the Ypres salient and the battle of the Somme. He was invalided from the service in 1917.

Mr. Armstrong served on several Canadian papers, established the Hutcharm Advertising Agency in Victoria, B. C., and later joined the Izzard Company.

Appoints Devine-MacQuoid Company

The Mt. Clemens, Mich., *Leader* has appointed The Devine-MacQuoid Company, Inc., publishers' representative, as national advertising representative. This company has also been appointed representative for the Eastern United States by the Kingston, Ont., *Whig-Standard*.

Douglas Shoe Account with George L. Sullivan Agency

The W. L. Douglas Shoe Company, Brockton, Mass., has appointed George L. Sullivan, Inc., New York advertising agency, to direct its advertising account. A campaign is being prepared which will make use of newspapers, magazines and business papers.

"Film Fun" Appointments

Film Fun, New York, has appointed Miss Elizabeth C. King as Western advertising manager, with headquarters at Chicago. David P. Riker has been appointed Eastern advertising manager,

THE INVESTOR IS A CARU

THE ability to recognize investment opportunities is the test of the successful investor. He is a regular reader of the newspaper that supplies him with the earliest, most complete and most reliable financial news—and the ablest analyses of business conditions.

The Chicago Daily News financial pages are Chicago's leading source of information regarding the business and investment world. The Daily News is every day the first Chicago newspaper to publish the final closing quotations of the New York and Chicago markets, stock, bond, curb and grain—the only afternoon paper to publish the volume of trading in each security. And it gives the complete story of the financial

THE CHICAGO

First

Member of The 100,000 Club

**Advertising
Representatives :**

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

Average Daily Net Paid Circulation

HOW HOW WINS CAREFUL READER

day 12 hours before the information appears in next morning's papers.

Because of its standards for the acceptance of investment advertising, it has created for the financial advertising in its pages that priceless confidence that makes it a continuous favorite with Chicago investors who wish to bracket *safety* with *profit*.

This type of investor is the sort that makes or unmakes a securities campaign. He is the backbone of the market. Financial advertisers profitably cultivate his business. Those who are most successful in Chicago therefore place a large proportion of their Chicago advertising in The Daily News.

DAILY NEWS

First Chicago

100,000 up of American Cities

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

for November, 1926, 421,507



We wish you
A Merry
Christmas



We assure you a
Prosperous New Year

if you advertise consistently
to Oklahoma's wealthy
farm market through the
Oklahoma Farmer-Stockman

—because the year 1927 will see a continuation
of tremendous buying in the Oklahoma farm
market, for farmers here have produced crops
worth \$27,204,965 more than the previous year
—creating a buying power per farm family
\$135.00 greater than in 1925.

To get volume business from Oklahoma's di-
versified resources, your 1927 list should
include the Oklahoma Farmer - Stockman,
Oklahoma's only farm paper.

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
Editor

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

The Folly Dialogues

How Women—and Men—Don't Talk as Illustrated by
Modern Advertising

By Elizabeth Emmett

SOCRATES began it—that method of expounding his own ideas by drawing out his listeners with a series of ingenious questions and answers. Plato went him one better and worked his dialogues out in writing. Many a black-faced comedian has used the Socratic method to get his jokes across. And now come the advertisers, imitating Plato—in form, though not in substance. And not exactly in form either, for some of them clothe their dialogues with an artificiality that the ancients would have scorned; an artificiality that is in striking contrast to the illustrations. Life-like figures talk as if someone back of them pulled the strings.

Behold two ladies, illustrated as young and dashing, turned out from the latest mold of fashion even to the creased hats and informally crossed legs. Their attitude suggests idle moments spent in waiting for a taxi, a train, or, maybe, for a man. And while they wait, let's listen in on their talk, as recorded by the advertiser:

What an attractive bag you have!
It's a dream, isn't it?
And what a stunning frame!
Yes, it really is distinctive. It's a frame. Whenever I buy a bag I prefer this frame, and my dealer assures me that I get a by this little mark inside near the hinge.

Now, that is what we should call a really distinctive conversation. It sets the ladies so far apart from others of today. "As a man thinks, he is," but—as a woman thinks, she talks, and—

"I Am Convinced That Women Can Think Like Men," asserts a one-time Governor, according to an advertisement. Salaam to the Governor—provided that he meant it as a compliment! And could he, we wonder, tell us whether it was a man or a woman who thought of the following conversa-

tion between a mother and her debutante daughter?

Mother: I've been tempted at different times into trying all sorts of soaps. I bought chips, powders and other new fangled cleaners that claim to do about everything but the ironing and mending. But I've always come back to nothing else gives me so much help and is so easy on the clothes.

Daughter: Yes, isn't it wonderful how helps! I didn't realize how much until I tried other soaps. Then I began to see the difference. It must be the naphtha or the way it's mixed. It is so easy with to get my clothes clean and sweet and white. And I just love the naphtha odor, don't you?

Let the alarmists and disgruntled moralists, who think that the young generation is running a hell-bent race with their elders, and who assign lack of confidence between parents and children as the cause, let them give heed to this conversation and readjust their ideas. Mother frankly confides to daughter her temptations and her fall from easy cleaning method, if not from grace. "The best story," says Edgar Guest, "is about that of the come-back." We are glad to learn that Mother always comes back to the right soap, and that Daughter, far from flaunting Mother's counsel, sympathetically confesses that though, like modern youth, she has had to try things out for herself, yet she had gained wisdom from the experience and has her feet firmly planted in the right direction and her nose pointed toward the right odor.

Now, whether a man or a woman conceived and brought forth the soapy conversation, we can't say, but we are willing to swear on the Good Book that no woman, not even a spinster (and we know spinsters better than we know man!) would put into the mouth of a mother and her five- or six-year-old child such conversation as is displayed in this advertisement for a breakfast food:

"You look fine, Mother. I think cold weather agrees with you."

"I really am feeling remarkably well—due, I think, to correct eating."

We have strayed a long way from the charming informality of that classic conversation between Father William and his son:

"You are old, Father William," the young man said,

"And your hair has become very white: And yet you repeatedly stand on your head,

Do you think, at your age, it is right?"

"I have answered three questions and that is enough,"

Said his father. "Don't give yourself airs!

Do you think I can listen all day to such stuff?

Be off or I'll kick you down stairs!"

We stray into all sorts of places, from palaces to bungalows, by the medium of the advertising page. We are taken into the privacy of the family circle and, judging from some of the conversations, we suspect that, be it ever so humble, there's no home without its demonstrator of some article.

Here is husband, ensconced by a window with his paper. Back of him is Wifey, turning his head from the printed page and pointing to the window shade. And thusly do they talk:

Sure fooled me, honey! Why, they're as good as new. Never knew there were washable shades.

Yes, they're called All those finger prints and the dust and dirt of a whole year came off easily.

What we don't know about domesticity in duet form would fill more space than this advertiser uses in twelve issues of a magazine. But we never had supposed that there was a male who ever noticed a shade or made remarks about one, except cuss words when it went up, when it should come down, and vice versa. Nor do we believe that any female who has lived long enough with a man for a year's dust and dirt to accumulate on shades, would dare turn his head away from the paper he is reading even to utter the wisdom of Solomon. We agree with the Preacher that "there is a time for every purpose under the heavens. A time to keep silence

and a time to speak." We advise silence when the master reads, or he may begin going to his club for that purpose.

Why Men Leave Home would be an apt caption for the advertisement illustrated with little wife encircled by Big Husband's arm, her bobbed head resting on his manly shoulder, while she discourses about a range:

And, oh Tom, it has been so wonderful I can't begin to tell you how it has changed my kitchen. Why, I've really come to love cooking. It's all because of you, too. Of course, I wanted an Range. I suppose every woman wants one. But it just didn't seem right for me to have one, when there are so many places we can use money.

And when you said I should go right down and get it—bless your old heart! I felt like an awfully selfish wife, but you did make me so happy!

We'll skip a paragraph or two and begin again with:

A whole year now, and I haven't had a single bit of drudgery in my cooking. It doesn't take but a little while to prepare things, and then this wonderful range has them all ready to put on the table.

Of course you're tired hearing me talk about it, but I just can't help being enthusiastic.

We'll omit several more paragraphs and jump to the finale:

Really my dinners are just as good now as they were when I spent so many hours in the kitchen. Oh, I'm so happy over my Range. I can cook everything just right, roasts, waffles, puddings, pies, cakes, everything! And I can go out just as often as I like.

Think of the poor wives who don't know about this range and haven't good husbands like you to get one for them! I feel so sorry for them.

We feel sorry for Tom. A whole year they have had that range and still the ingenuity of the kitchen "just can't help being enthusiastic," though she knows he "must be tired hearing her talk about it." We should say he must be and, if she wants to keep Tom in the kitchen or in any other part of the home, we recommend to her that famous scrap book by which one can become "well informed almost overnight" and "can talk on almost any subject at all." Even the subject of white mice might be pleasing for a change.

If Tom leaves home in search

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of entertainment, we hope it doesn't prove to be a case of escaping from an automatic range only to collide with an electric motor. We should hate to run up against a hostess like the one illustrated as entertaining a guest (who, apparently, has not even been asked to remove her coat) with a modernized and glorified song of the shirt like this:

Relieved of wearisome pedaling I now sew hour after hour making the things you admire. This wonderful little motor gives my machine the speed and ease of control found in the latest electric models.

There are no screws, bolts or nuts needed to attach motor. I simply place the motor against the handwheel and my foot on the speed control pedal and sew fast or slow, at a cost of one cent an hour, and never a broken thread.

We once placed our foot on the speed control pedal of a motor after we had grown accustomed to running a flivver "by hand," and the results were disastrous. Even at that we didn't smash so many things as we should feel like smashing if we had wasted a perfectly good call on such a woman. Or on a woman who entertained us like this:

And we finally decided to buy this home because it has Fitments. Of course that wasn't the only reason—we liked it in many other respects—but the fact that it showed up so beautifully at night with the Fitments lighted was really the deciding factor. We thought, too, that if the builder used lighting fitments that are known to be standard, he probably had used just the same care in selecting the other materials for the home, and so we felt we were pretty safe in buying this particular house.

Buying a house for a home because one happened to like the lighting fixtures seems to us almost as risky as taking a man for a husband because one happened to like his neckties.

Then there is the woman, in an advertisement, who became really enthusiastic to the length of some 1,000 words or so over a frying pan, in this manner:

I have become an enthusiastic user of the frying pan, for it gives me a great variety of attractive dishes, which are easy and economical to make, thereby saving me both time and money.

I wasn't always enthusiastic about trying because I didn't know how to

fry properly and the smoke and odor from the fats I had been taught to use was a perfect nuisance. I used to wish that there was a fat which would not smoke and soak into food.

We haven't a family, not even a husband, but if we had that last perplexing problem, we should try to let him speak occasionally, just to demonstrate that we didn't pick a dumbbell; as nearly all of the husbands in the advertisements seem to be. From information that we have gleaned—second-hand, of course—we don't think that the normal husband would shut off the gas and sit quietly in a chummy roadster while his wife declaimed and explained a building process with all the glibness of a megaphone guide on a "rubber-neckner":

Here It Is Bob

This is the house I was telling you about. Mrs. Dales says this work is costing them only about as much as a few years' upkeep, and that they're financing it through their Building and Loan just as though it were a new house.

Our house looks so shabby and old fashioned—if we replaced the awkward-looking porch and built a modern entrance, and over-coated (as Mrs. Dales calls it) the whole house, we'd have the best looking place on The Road. It would be worth twice as much as you were offered the other day.

Mrs. Dales says those galvanized steel wires all over the walls add strength to the house—just like wire binding around boxes or cord around a package. Besides, the Stucco is plastered right over the wire; so that it is around all the wires, back and front—it's what they call reinforcing Stucco.

Mrs. Dales is such a thorough person—she told me that Overcoating makes a house fire-safe; that it saves fuel; that the window frames and door frames do not have to be rebuilt—I can't remember what else.

Please, Bob, I don't want to move from The Road and leave all our old friends, and besides I'd hate to give up all our beautiful old shade—and it's just splendid for the children. Why don't you have an Architect, or Contractor, or Plasterer—or whoever does it—figure on Overcoating our house? Let's go and see about it now.

Bob, like the frozen captain of the schooner *Hesperus*, answers never a word. We leave the two sitting in the chummy roadster; the outcome uncertain. But we foresee rivalry on The Road since, in inconspicuous type in a corner of the advertisement we read: "Today Dales' is the best

looking house on The Road." Today! But what of tomorrow if Bob decides to "overcoat" his house, too?

Another thing that we foresee is a slump in business if the following is supposed to represent a typical conversation between two men:

ON THE 7:45 TO TOWN

Some breakfast this morning! Six man-size pancakes. Now I'm good for all day!

How do you get away with it? That breakfast would put me to sleep by ten o'clock.

Not these pancakes! The cook makes them with Pancake Flour, and they're as light as a feather. She uses a special aluminum griddle, too, one she got from You don't have to grease it, and the cakes are tender and digestible. No smoke in the house, either. I think we have pancakes about three times a week now.

We find it difficult to imagine a busy business man concerning himself with the kind of griddle that the cook cooks pancakes on. Woman's place may be in the home, but man's place certainly isn't in the kitchen; especially when cook is there.

With the relief that one experiences upon returning to normalcy after a hectic period, we read the following advertisement of Park and Tilford candies:

He: I am sending your sister "The White Box" for her birthday.

She: Good idea! And don't forget that we are twins.

"New York Motor News" Appoints Advertising Manager

Thomas J. Graham has been appointed advertising manager of the *New York Motor News*, published by the New York Automobile Club, Inc., New York. He was formerly with J. P. McKinney & Son, publishers' representatives, New York.

L. Di Fant, Inc., Changes Name

L. Di Fant, Inc., New York advertising service, has become the System Advertising Service, Inc. The change is one of name only.

Leaves Columbia Direct-Mail

Saul Jay Levin has resigned as president of the Columbia Direct-Mail Advertising Corporation, New York. He has also disposed of his interest in that organization.

The Truth Is Told About a Clearance Sale

An advertisement that tells the unadorned truth about sale merchandise was used recently by Wheeler & Nobles, Mount Vernon, Wash., in a clearance sale of odds and ends. The merchandise was described and commented upon in terms of unusual frankness.

"Shakespeare (Or Some Other Bird) Said: 'Truth Is Stranger Than Fiction,'" as a headline, opened the advertisement. This was followed by the subhead, "If These Lines Sound Like Facts to You, and You Can Use Any of These Antiques, Come in and Attend Our Sale."

Shirts are tersely described: "They used to sell up to \$4.50, but if you think they are worth \$1.29, give us the dough and take the shirt." On the subject of pants the copy has this to say: "Fashion and fad say that pants must be wide and straight. That's just what these are Not. The material in these are good, but doggone it, they have narrow bottoms!" Suits that "We are tired of looking at," are mentioned. There are other items, treated in the same vein.

Almost as an afterthought this sentence appears in a small box at the close of the advertisement, "Sure! We have a store-full of up-to-date things—we will be tickled to pieces to sell you if you don't want any of these Chestnuts."

New Directors of Boston Bureau

The following have been elected to the board of directors of the Boston Better Business Bureau: Hugh Bancroft, vice-president of the Boston News Bureau; Clarence S. Luitwieler, treasurer of the American Stay Company; Arthur N. Maddison, of George L. DeBlois & A. N. Maddison; Carl M. Spencer, president of the Home Savings Bank, and Allen Wood, president of the Wood, Putnam & Wood Company.

Necco Candy Account with J. Walter Thompson

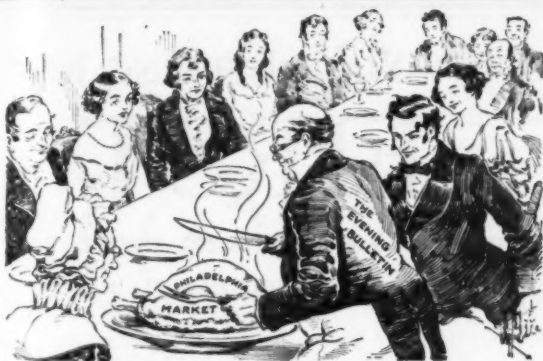
The New England Confectionery Company, Boston, manufacturer of Necco sweets, has appointed the J. Walter Thompson Company as advertising counsel. This appointment becomes effective January 1.

"Western Construction News" Appointment

P. H. Curtis has become associated with the *Western Construction News*, San Francisco, as vice-president and advertising manager.

Joins "Current History Magazine"

George R. Baxter has joined the advertising department of *Current History Magazine*, New York.



Mr. Pickwick Carves The Turkey

"Gallagher," said the advertising man to the artist, "here it's getting on to Christmas time, and all the year we've tried to tell the National Advertiser and the Advertising Agent of the feast of good things in store for him in the Philadelphia market."

"We've given him market research and reports, sales data, population and circulation statistics, told him all about buying power, and all the rest of the facts about 'America's third largest market.' and now we ought to tell him the story in a new way."

"That's easy," said the artist.

"The Philadelphia market is a great big turkey of which they all want a slice."

"I'll draw a picture that tells the story. D'you remember Mr. Pickwick, and the joy he got out of the Christmas dinner?"

"Here's your picture: Mr. Pickwick is the Evening Bulletin. The Turkey is the Philadelphia market. The guests are the advertisers who are invited to dinner."

"Mr. Pickwick is ready to carve the turkey for his guests."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending September 30, 1926

535,096

copies a day

The circulation of The Bulletin is larger than that of any daily or Sunday newspaper in Philadelphia and one of the largest in the United States.

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
(Copyright 1926—Bulletin Company)

The NEW YORK EVENING JOURNAL FIRST

among New York evening papers in these
important classifications of advertising

During the month of November, as well as during the first eleven months of 1926, the New York Evening Journal has led all New York evening newspapers in the volume of advertising printed in these important classes of business:

First in Women's Wear

During November the Evening Journal printed 191,348 lines of Women's Specialty Shop Advertising and during the first eleven months of 1926 printed 1,510,920 lines. The Evening Journal exceeds the next nearest evening paper by 246,551 lines for the eleven-month period.

First in Musical Instruments

During November the Evening Journal printed 66,950 lines of Musical Instrument Advertising and during the first eleven months of 1926 printed 355,884 lines. The Evening Journal exceeds the next nearest evening paper by 187,037 lines for the eleven-month period.

First in Furniture Advertising

During November the Evening Journal printed 128,212 lines of Furniture Advertising, and during the first eleven months of 1926 printed 1,163,846 lines. The Evening Journal exceeds the next nearest paper by 682,220 lines for the eleven-month period.

First in Men's Wear

During November the Evening Journal printed 76,440 lines of Men's Wear Advertising and during the first eleven months of 1926 printed 752,626 lines. The Evening Journal exceeds the next nearest evening paper by 273,083 lines for the eleven-month period.

First in Jewelry Advertising

During November the Evening Journal printed 12,564 lines of Jewelry Advertising and for the first eleven months of 1926 printed 66,704 lines. The Evening Journal exceeds the next nearest paper by 29,873 lines for the eleven-month period.

First in Food Advertising

During November the Evening Journal printed 79,110 lines of Food Advertising and during the first eleven months of 1926 printed 594,268 lines. The Evening Journal exceeds the next nearest evening paper by 30,559 lines for the eleven-month period.

THE New York Evening Journal has America's Largest Evening Newspaper Circulation

677,565 copies
a day

and at 3c a copy daily—5c Saturday

In the New York Market, the New York Evening Journal occupies a situation that is absolutely unique. Its circulation of 677,565—the largest evening newspaper circulation—is more than twice that of the next largest evening paper in New York. It is greater than the next two combined—**PLUS 119,567!**

Every evening the New York Evening Journal is taken into 677,565 homes and read by every member of the family. The greatest of all sales

weapons is good advertising. In the New York Market, as anywhere else, advertising is the key to the selling problem—if that advertising takes advantage of the concentrated power of the New York Evening Journal.

Nearly half of all the people who buy any New York evening paper buy the New York Evening Journal. This newspaper has been overwhelmingly first in home circulation among evening newspapers for 27 consecutive years.

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30th, 677,565 DAILY, NET PAID

A daily gain of 41,779 over the same period last year.

NEW YORK EVENING JOURNAL

**America's largest evening newspaper circulation
... and at 3c a copy daily, 5c Saturday**

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

Detroit Office

33 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroit, Mich.



A Night View of America's Great Motor City, Showing Skyline

Detroit's Accepted Motor Medium

*The News Again Leads in Automotive
Advertising Weekdays or Sundays*

IF there need be any greater proof of the effectiveness of The Detroit News than is shown by the thorough home coverage and great circulation, advertisers will find it in The News' ever increasing dominance in automotive advertising year after year.

During the eleven months of 1926, The News, with 1,876,924 lines of automotive advertising, shows a lead of 385,350 lines over the second medium, an increase in leadership of 108,752 lines over the same period of last year. This substantiates the fact that more and more automotive advertisers are taking advantage of the prestige and reader confidence of The Detroit News to deliver their message to America's Fourth City.

The Detroit News

The HOME newspaper

320,000 Weekday Circulation 350,000 Sunday Circulation

Leisurely Sales Conventions

Don't Try to Arrange What the Salesmen Shall Do During Every Working Minute

By A. H. Deute

THE finest compliment I ever heard a salesman pay, when he was discussing his firm's convention, was that of a Beech-Nut Packing Company's salesman at Canajoharie a couple of years ago. He said: "It's a fine convention because there isn't too much convention!"

What he was pointing out was that the entire day wasn't planned so that every minute, from early morning until late at night, was occupied with some event or other. The Beech-Nut convention was characterized by a certain casualness which made each salesman feel comfortable, and put him in the frame of mind to get the most out of the time spent at Canajoharie.

Now, just what is there in this rather free and easy sort of program which helps the salesman the most?

First of all, with sufficient unallotted time on his hands, the salesman can search out those things which he wants most and which will help him most when he returns to his territory.

A salesman has been away from headquarters or from the factory for a year. During that time, many things have come up which he would like to talk over with somebody in the home office or with somebody from some other territory. If the entire day is given over to formal meetings and every evening given over to formal entertainments, there is no time for this. As a result, the salesman becomes impatient.

I heard a salesman remark to a friend of his, at a convention: "I wish they'd get through with all this talking so I can get to work. I've got to get out of here tomorrow evening at six. And I want to talk to a half dozen men here on a half dozen subjects. I don't see how I'm going to get to it. And still those things are

a lot more important to me than listening to long prepared papers."

About a year ago, I attended a Richard Hudnut convention which seemed to offer a nice balance in this respect. The salesmen in attendance seemed to appreciate the fact that there was not an over-abundance of formal speeches and that they had sufficient time to do the things which to them seemed most important.

Most salesmen agree that the house usually tries to do too much in the way of laying out the time and leaves the men too little to their own devices. "If I ever get a chance to run a convention," I heard a salesman explain one time, "I'd leave each morning open, without any program. But I'd make every executive, manager, department head and so on be at his desk, with nothing to do but see salesmen, during those hours. I'd let each salesman know that every executive and department head is setting aside that time to see salesmen, one after another."

A good time to start the formal meetings is with a rather early luncheon. Salesmen usually eat their noon-day meals promptly at twelve, when they are on the road. To get away from that hour and drag the luncheon time over until one o'clock will be sure to put many of these men in a bad frame of mind. So get the luncheon under way at twelve and then put over a two-hour formal program, lasting from one until three. Then call it a day.

GIVE THEM SOME FREE EVENINGS

If the salesmen can have at least two out of three evenings to themselves, they'll appreciate it. They won't get lonesome. Nobody looks after them during all the rest of the year and they'll manage to get off into congenial groups for the few evenings when they meet at headquarters. In fact, this is the

one chance in the year when salesmen who, at one time or another, have been working in the same places, can get together to renew old acquaintanceships. Pulling them into prearranged parties or dances doesn't suit them nearly so well as letting them drift together as they see fit. It is all wrong looking upon a score or a hundred men, brought together, as one would look upon a large group of small boys.

That brings us to this point—the two most desirable elements in a successful convention are definitely shortened formal programs and as much time as possible when the men may have opportunities to talk things over personally and individually with department heads.

Illustrating the importance of giving each salesman a chance to say his own say and get "things off his chest," I recall a disappointed and disgruntled salesman as he was going to the train on the way back to his territory. "Well," he said, "I've hung around here for three days and listened to all sorts of applesauce and eaten all sorts of applesauce, but I didn't get a chance to do what I came here to do. I wanted to get the Old Man cornered for a half hour and show him how I could take over the Panhandle of Texas and work it right out of Denver. Bill Jenkins is going to leave his Panhandle territory the first of next April to go into business for himself. I can take it over if the Old Man will give me a cub salesman to help me with the smaller towns in Colorado. I'll save money for the house and I can make some more for myself. But I couldn't get him set so I could say my little say. And you know I can't write letters that will convince him. All I got out of him was: 'Yes, yes! I wish I had a chance to sit down and talk it over, but you can see how it is, with all these men here and all these meetings and things. Write me your plans and I'll think the thing over when I'm not so rushed!' I'll do the best I can by mail, but I bet I don't put it over. And if I don't put it over, then I'm through. I'll look for another job!"

The case of this salesman is typical. He had something on his mind. He had been planning it for months. He had looked forward to a talk with the boss. For him, the convention was a failure.

One of the heads of a business with whom many salesmen like to talk is the advertising manager. Most salesmen, if they are of the thinking type, get advertising ideas during the year, while they are on the road. These ideas develop during talks with dealers and customers and in all sorts of ways.

FEW SALESMEN CAN WRITE

But again we come face to face with the fact that the average salesman is not a natural letter writer. He can't "put the idea across" in letters to the advertising manager. I heard an advertising manager suggest to a salesman, one day, that the salesman put the thing down on paper. "Can't do it," the salesman replied. "I've got my limitations just like you have yours. I've got to say my stuff and you've got to write yours. If I could write it and you could say it then we'd be changing jobs. I've got a good idea for you, but on paper it wouldn't be what I meant it to be. If you haven't got time to listen, it will keep!"

The number of salesmen who can put ideas down on paper and make them understandable is very limited. As a matter of fact, when a salesman is able to express himself on paper, he is apt not to be a salesman for long.

To illustrate: P. S. Tyler was a star Borden salesman. He could also write well. He had some unusually good advertising ideas which he could present convincingly in writing. One of them was the idea of a combination carton and dealer help which salesmen carry around and into which they insert cans of milk from the dealer's stock, setting the cartons up to make a counter or window display which can, in turn, be sold to the customer. He explained the idea conclusively on paper. Stuart Peabody, the Borden advertising manager, grasped its value and adopted it.

Later on, Tyler, in his work

Ready—for 1927!

IN another week, the greatest year of national advertising in the 57-year history of The Indianapolis News comes to a close—A national lineage of approximately four million lines—practically a million lines gain over last year's volume, which was, last year, one of the outstanding national volumes in America. It has been a remarkable record. For a year and a half, every month has been a record month. New proof of the immense importance of the Indianapolis Radius market, and of the superlative *result-power* of The News.



Member 100,000 Group
of American Cities

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

with the trade and with consumers, realized that the great mass of women did not appreciate the fact that a pound can of evaporated milk mixed with the same amount of water makes four cupfuls of full cream milk as required in the average recipe. So the idea of the can of Borden's milk pictured in connection with four cups of milk was developed, presented on paper, accepted and put into use.

But to prove the contention that the salesman who can also express himself on paper is all too apt to leave the salesmen's ranks, witness the fact that P. S. Tyler not long afterward became the advertising manager of a rival milk company.

Which brings us around to this: The average salesman is a personal seller. That is why he sticks to the business of selling goods by calling on trade. When he gets something into his head that he wants to transmit to the boss, he keeps it there until opportunity offers to "say his say." And then, if he can't talk about it, he goes away disgruntled.

There is no better time to clean up a great mass of this sort of thing than at the annual convention. The convention period is surely one time when every man in attendance ought to have a chance to have a heart-to-heart talk with the head of the house.

Of course, there is much room for argument as to whether the salesman should be permitted to "go over the sales manager's head." Generally, the salesman feels that he is going to headquarters where he can have his heart-to-heart talks with the man who employed him and who fixes his salary.

I have in mind, though, a house in which the president of the company is inclined to select men. Then he turns them over to his assistant. Every man hired or appointed by the president of that company, feels that the president is the only man to whom he ought to talk. Yet, the president puts a barrier around himself which the salesmen cannot surmount. They must deal with the assistant. The

result is that good men have been lost to the company. Had the assistant employed them in the first place, those men would look to that individual as their real boss. But under existing conditions, they never do feel that way.

Salesmen, and especially salesmen who are out of personal contact for months at a time with the man they recognize as their real boss, accumulate a world of experiences and ideas which they want to talk over with the man they look upon as their chief.

This is characteristic of salesmen, especially salesmen with more than the average feeling of loyalty toward the line. There is no time like convention time to give each man a chance to get off his mind anything that he may want to talk about.

It is not enough to bring the men into one convention room, make a speech and then ask for discussion from the floor. Those open discussions do not bring out the personal things a salesman wants to talk over with his boss.

Every employer who goes to the expense of bringing his men in for a convention agrees that the main object of the convention is not to have the men listen to long-winded speeches and prepared papers, but to give them that something which will send them back to their territories feeling like better salesmen and able to get more business. In short, the object of the convention is to bring the men in, give them new enthusiasm, new hope, new confidence, new faith in the house and the management and the line, and start them off on a higher plane. If these things are accomplished, then the sales convention is indeed a success.

Texas Daily Press League Plans Campaign

The Texas Daily Press League, at a recent meeting, adopted a plan to interest investors and manufacturers in that State through a national advertising campaign. S. W. Papert, of Dallas, has been elected president and treasurer of the League. D. W. Stevick, of the *Texarkana Gazette*, is vice-president. Lowry Martin, of the *Corsicana Sun* is secretary and J. L. Greer, of the *Denison Herald*, chairman of the board.

Among the Interesting Articles
in the January
VANITY FAIR

Frenzied Finance—by E. E. Cummings

The Important Part played
by French Politics in the
Fall of the Franc.

Swing Low—by Heywood Broun

Pertinent Remarks on the
Proper Greeting to accord
Visiting Royalty.

Hotel Côte d'Azure—by Thomas Burke

Another Unusual Story
by the Man who wrote
"Broken Blossoms."

Big Fish Eat Little Fish—by Corey Ford

The Manners of the White
Man in the Far East.

An Old Man's Game—by Bernard Darwin

The fifty-eight-year-old
British Professional Golf
Champion—Sandy Hurd.

The Far West—by Sherwood Anderson

Impressions of the Coun-
try Beyond the Mississippi.

VANITY FAIR

One of the Condé Nast Group

All members of the Audit Bureau of Circulations

A lesson from

The finish of the Christmas rush is in sight. Tired salesgirls can begin to take an interest in their evenings once more. Mother and father have spent more than they can afford so that little Willie and his sister can have plenty of toys to make the holidays happy.

Santa Claus is making his last appearance in the advertising columns until November, 1927.

You're probably no more interested in business than the rest of the world just at the present time.

So we'll merely remind you that Santa Claus is a keen judge of advertising media. His agent, the retail merchant, has once more demon-

Santa Claus

strated that the one sure way to reach the homes of Baltimore is through the Sunpapers—Morning, Evening and Sunday.

You can't do better than follow in the tracks of Santa Claus—as we do by wishing you happiness now and a bigger and busier year in 1927.

Average Net Paid Circulation for Month
of November, 1926

Daily (M & E) 252 818
Sunday - - - 194,351

**Gain of 14,394 Daily and 5,745 Sunday
Over November, 1925**

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

"The Public Be Told"

A very useful occasional publication is issued by Ivy L. Lee and Associates in this city.

Its heading states that "public sentiment is everything" and that "he who molds public sentiment goes deeper than he who enacts statutes or pronounces decision."

That public sentiment *may* be molded is proved every day. We have had frequent occasion to assist in its molding, in favor of some product or industry.

CHARLES FRANCIS PRESS

461 Eighth Avenue Telephone: Lackawanna 4300

Printing Crafts Building, New York

Newspapers Have New Policy on Radio Programs

New York Newspapers Now Delete All Names of Commercial Ventures from Programs—New Broadcasting Station to Advertise Its Programs

By Silas Hopper

THE names of business houses, organizations, institutions and individuals advertising over the radio have been practically eliminated from programs published in newspapers in New York City. This matter of names has long been a source of trouble and annoyance for newspapers. The problem was created when broadcasting stations started to sell their facilities to advertisers.

Newspapers made no discrimination for some time on the matter of printing the names of all who were scheduled to appear before the microphone. They followed out this policy despite the pressure brought to bear by regular newspaper advertisers. It was, of course, natural to expect that a candy company which had for years spent money with a newspaper would protest against the listing of the name of a competing candy business in the newspaper's radio list. The protesting candy company might talk all it wanted about loyalty. It might even say: "Well, it seems that the best thing for us to do is to use the radio for advertising; cut out our newspaper advertising, and

get our name free of charge in your paper. Then we won't have to buy your space." Such protests, however, proved of no avail, for newspapers continued to give all names supplied them for radio programs.

About two years ago, certain newspapers decided to eliminate the names of all known advertisers. That is to say, they decided to eliminate the names of businesses or individuals who were judged to be buyers of time. Names of hotels and individuals not making a cash payment for broadcasting facilities were not included under this ban.

A few newspapers tried to carry out this policy for a short time, failed and then dropped it. They didn't know then what they know now, that a distinction cannot be made between those who pay money for broadcasting service and those who pay for it by providing a station with free entertainment service, as is

the case when a hotel orchestra broadcasts.

In their present endeavor to meet this problem, the newspapers have apparently profited from this past experience. They are keep-



PROGRAM

for Friday Evening, December 17th

7:30- 7:35 Overture—Atlantic Ensemble

7:35- 8:00 Interesting bits from the Earl Carroll Vanities

8:00- 8:20 Atlantic Ensemble

8:20- 8:30 Organ Recital—Clarence Dickinson

8:30- 8:31 Special Announcement

8:32-10:00 N. Y. Philharmonic Master Musicians' Orchestra with: Arthur Middleton, Paul Althouse, Nevada Van der Veer, Helen Stanley

10:00-10:10 "Radio Past and Future and What the Listener May Expect"—Congressman Arthur M. Free of California.

10:10-10:35 Roger Wolfe Kahn Orchestra from "Le Perroquet de Paris"

10:35-11:10 Radio in the Home—Creswell MacLaughlin.

11:10-11:45 Balalaika Orchestra, Musical Novelties.

11:45-1:00 Dance Orchestra and Entertainers

Write to tell us how you enjoy our programs, and what you like to hear.

Atlantic Broadcasting Corp., 113 W. 57th St.

BY USING DISPLAY SPACE THIS STATION IS ABLE TO PRESENT ITS PROGRAMS EXACTLY AS IT WANTS THEM

ing out not only hotel names, but also names of leaders of orchestras. This first move on the part of newspapers apparently was caused by a desire to prevent abuse of their columns by publicity seekers.

There are two stories current concerning the reasons why New York newspapers have adopted this same policy on a broader scale. A certain newspaper publisher says that the step was taken because newspapers now see the subject in a new light. His discussion of this subject can be summarized in the following manner: "The novelty of broadcasting made it impossible for us to analyze the subject from a news standpoint. Today, we see from experience that it is not the name of the person paying for a radio performance that constitutes news. It is the name of the person who entertains. When Mary Garden is scheduled to sing into a microphone the news is in the fact that she is going to sing; and not in the fact that some business house has paid her to sing. In other words, it matters not under whose auspices a performer appears. The performer's name or the nature of the entertainment to be furnished is what constitutes the news. This is the test that we are applying."

A radio advertiser tells a different story. According to this advertiser, the salesmen of some radio stations have been using as an inducement the fact that advertisers' names are printed in newspaper programs. They claimed this listing had an advertising value. They overstressed the point and made so much of it that New York newspapers resented it.

In checking up with newspapers on this story, we are told that after the present policy had been adopted considerable protest was made by broadcasting stations; and that among the protests was one to this effect: "Why, you can't adopt such a policy. It is part of our sales agreement with our customers to get their names into the newspaper program." To that statement the newspapers have replied: "We're sorry, but you never applied to us for the

right to include such a provision in your contract. That right belongs to us and you can't sell it or give it away without our consent."

Whatever the reason may be, the New York newspapers so far seem determined to stick to the new policy. It has not spread as yet to other cities. Requests for information concerning it have, however, come from newspapers in many cities.

Some radio advertisers, meanwhile, have become considerably exercised over the matter. They begin by comparing radio programs to Stock Exchange reports carried in newspapers and call attention to the fact that names of businesses are mentioned in such reports. Then they assert that such reports have no advertising value, and finally, ask why their own names should be omitted from radio programs. This line of attack on the subject has left newspapers with questions to ask, such as, "If you say there is no advertising value to you in having your name appear in programs, why get excited on this subject? Why not leave it up to us to work the matter out?"

BUYS SPACE FOR PROGRAM

Last week, a new element was brought into the situation. A new broadcasting station, the Atlantic Broadcasting Corporation of New York, which is operating a station known as WABC, bought space in eight New York City newspapers in which it inserted its programs exactly as it wanted them to appear.

The first advertisement used by this new station appeared in New York newspapers on December 17. Both morning and evening papers were used. This station, by the way, we are informed, has committed itself to this policy of advertising its programs in newspapers for a period covering at least one year. The company operating this station is owned by a manufacturer of radio sets, A. H. Grebe. The Grebe company has been operating radio broadcasting stations for a number of years. The most widely known

The First Buy and Why

The Evening American should be the first buy in Chicago's daily newspaper field.

Why?

Because it leads the second evening paper by a huge margin in circulation and leads every other Chicago daily paper in HOME coverage.

There's no need discussing the value of HOME circulation. That's one point advertisers agree on.

CHICAGO EVENING AMERICAN

A good newspaper

of its radio stations was WAHG.

The advertising plan of this new station will doubtless attract considerable attention from other broadcasting stations. Other stations will probably follow by same policy. If it is adopted by a sufficient number of important stations, it can safely be said that the conflict between stations and newspapers on this subject of progress will be considerably lessened.

Rodney E. Boone Appointed by Six Hearst Newspapers

Rodney E. Boone, who has been representing the Hearst Sextette of Newspapers in the national advertising field, on January 1, 1927, will become general manager of national advertising of the *Syracuse Journal-American* and the *Albany Times-Union*. With the addition of these two papers the Sextette will be known as Hearst Newspaper Group, No. 1.

The other members of the group are the *Chicago American*, *Detroit Times*, *Milwaukee Wisconsin News*, *Rochester Journal-American*, *Boston American* and the *Boston Advertiser*.

Mr. Boone also has been appointed general manager of national advertising of the Hearst Southern Group. The members of this group are the *Baltimore News and American*, *Atlanta Georgian*, and the *Washington, D. C., Times and Herald*.

W. G. Schaefer Joins Einson-Freeman

William G. Schaefer has joined the executive staff of the Einson-Freeman Company, Inc., New York, lithography, as advisor on art plans and merchandising. He was with the former Blackman-Ross Company for nine years and recently has been engaged in the advertising business on the Pacific Coast.

Percival Frowert Agency Elects A. M. Carey

A. M. Carey has resigned as advertising manager of *International Studio*, New York, effective January 1, to become vice-president of the Percival K. Frowert Company, Inc., New York advertising agency. He has been with the Hearst organization for the last six years.

Fawcett Publications, Inc., Appoint R. J. Ryan

Raymond J. Ryan has been appointed advertising manager of the Fawcett Publications, Inc., Robbinsdale, Minn. His headquarters will be at Chicago and he will have charge of the advertising for *Triple-X*, *True Confessions* and *Paris and Hollywood*.

New Accounts for Hurja-Johnson-Huwen

Harlo R. Grant & Company, manufacturer of Vertifile, a vertical filing system for cuts and electros, and the Holmquist-Swanson Company, manufacturer of National Champion porch gates and juvenile furniture, both of Chicago, have appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct their advertising accounts. Business papers will be used for both accounts.

Hanser-Churchill Merges with H. E. Lesan Agency

The Hanser-Churchill Agency, Inc., New York advertising agency, has been consolidated with the H. E. Lesan Advertising Agency, Inc., New York. The present executives of the Hanser-Churchill agency will be associated with the Lesan agency in similar capacities, effective January 1, 1927.

Japanese Steamship Company Starts Campaign

The Nippon Yusen Kaisha, Japanese steamship line, maintaining a service from San Francisco, Los Angeles and Seattle to the Orient, has started an advertising campaign in newspapers and magazines. Smith, Sturgis & Moore Inc., New York advertising agency, is directing this account.

Made Vice-President of United Advertising Agency

Nat C. Wildman, recently vice-president and business manager of James H. Rothschild, Inc., New York, has joined the United Advertising Agency, Inc., also of New York, as a vice-president. He formerly conducted his own advertising business.

John Cleary with Chilton Class Journal

John Cleary, at one time advertising manager of the Cadillac Motor Car Company, Detroit, and later serving the Peerless Motor Car Company, Cleveland, in the same capacity, has joined the Chilton Class Journal Company, Philadelphia, as one of its field editors.

Buys Clearwater, Fla., "Herald"

Frank F. Pulver, owner of the *St. Petersburg, Fla., News*, has purchased the *Clearwater, Fla., Herald*, a morning paper. The George B. David Company, publishers' representative, will continue to represent the *Herald*.

Appoints S. C. Theis

The Independence, Mo., *Examiner* has appointed the S. C. Theis Company, publishers' representative, as its national advertising representative, effective January 1, 1927.

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*More People Pay More
Money for True Story at
the Newsstands Than for
Any Other Magazine in
the World.*



**"6245 Dimes From A
\$1713 Advertisement"**
Inquiries At Lower Cost
Than Any Other Publication"
JOHNSON'S FLOOR WAX
SPOOL COTTON CO.

PHENOMENAL PULLING POWER"

PEPSODENT

**"More Space Than In Any
Other Magazine"**
5215 Dimes From
\$900 Ad.
DENNISON'S
POMPEIAN

Christmas Card Copy For the 1926 Season

THESE happy suggestions are available only to True Story advertisers.

Christmas card copywriters with an eye on their 1927 job, however, might find some hints here.

Hand-tinted greetings and oven-browned plum pudding may have brought Christmas joys in the mauve decade . . . but in these modern days of competition there's

no more sure way to a happy new year than counting the sales from two million men and women who are seeing and responding to your magazine advertising for the first time in their lives.

True Story extends to you the greetings of this season and best wishes for the next.



True Story
the NEW market

Are You a Bull or a Bear on 1927?

For years business men from coast to coast have looked upon the Curtis publications — The Saturday Evening Post, The Ladies' Home Journal and The Country Gentleman — as barometers of coming business conditions.

Their advertising pages permit a rapid, timely survey of what business is thinking, planning, doing.

Here is reflected accurately how the keenest minds in the country view the outlook—men who back their opinions with money.

They have made it possible for us to enter 1927 with the largest volume of advertising we have ever booked for a year ahead—more of it on a twelve month basis—more of it in color.

Coming from many diversified lines of industry, representing the combined judgment of industrial and banking

leaders, this volume is more than the prophecy of a nation holding its own — it is a forecast of further national growth.

With business becoming more scientific, less haphazard, each year, this increased volume of advertising clinches the position of the Curtis publications as barometers of what business is doing and expecting.

This advertising is an index of the low inventories of trade, the healthy position of steel, improved railroad efficiency, general employment at high wages, and the strong banking situation.

These facts are heartening to manufacturer, jobber, retailer and public alike.

They are evidence of a widespread confidence that business is on the threshold of the greatest year yet experienced.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman

**back in
the days of
Alice Benbolt
the one paper buy
solicitation
was worth humming
but it's out
of date with space
buyers who
have ever had
experience in
markets of any
importance
Detroit Times
evening and Sunday**

Would Purchasing Agents Buy More If Fewer Salesmen Called?

This Company Found That a Letter Which Promised That a Salesman Would Not Call Pulled Exceptionally Well

By L. G. Hewins

Sales Manager, The Van Dorn & Dutton Company

I RECEIVED a telephone call one afternoon from a friend of mine who is representing a well-known insurance company. He had "something of vital importance to talk over with me," and wanted to know when he could drop in. I told him that I was not in the market for any more insurance, but since he assured me that "that was only a part of what he wanted to talk about," and because I knew him, I told him I would see him the next afternoon.

He arrived promptly, and for three-quarters of an hour talked about nothing but the wonderful insurance service he had to offer. In fact, that was all he had come to talk about. I did my best to convince him that I really knew more about my financial condition than he did—that I was carrying all the insurance I could afford—and that I was not interested in any more.

He was most persistent, however, going over the same arguments again and again. Because he was a friend, it was very difficult to send him away, but when he finally left, I knew that our friendship was gone too. I doubt very much whether his company would approve of his tactics, but whether it does or not, I know that I think less of that company than I did before. It is a company that stands very high in the insurance world, and one for which I had always had a very kindly feeling. Now, nothing would induce me to buy insurance from it.

Most of us have had experiences of that kind, and it is difficult for us to overcome the feeling that if salesmen will impose upon a friendship in that way, there is no limit to what they will do when they get our names from inquiries sent them by telephone or by mail.

Undoubtedly, for that very reason we have all let many advertisements go unanswered which might have meant dollars and cents to our company. A person hesitates to clip our coupons, or send us an inquiry by mail, for just the same reason.

The Van Dorn & Dutton Company uses direct mail to sell a large percentage of its gears. But before we send out any letters at all, we try to put ourselves in the place of the man to whom we are writing and we ask ourselves a few questions. How would we react to this letter if it were addressed to us? Would it be fodder for the waste-basket, or would we answer it?

Perhaps the time isn't ripe at that moment for the man addressed to buy our gears. Perhaps he has only a future interest in them. But we believe that the best way to make a friend of that man is to make it easy for him to ask us for information. If he has learned what he wants to know without being bothered by the usual persistent salesman, isn't he going to be more ready to turn to us when he is in the market for gears? We believe so, and we make it one of our missions to convince him that we are just as willing to do business by mail as he is.

SAVING THE BUSY MAN'S TIME

Most of our letters are addressed to the purchasing agents of companies—busy men who are seeing salesmen all day long. Wouldn't they rejoice in the fact that here was one company that didn't make it a practice to follow up every inquiry with a high-pressure salesman?

Our customers have long known

that it is not our policy to hurry a salesman on the train as soon as we receive an inquiry. They know we believe in letting Uncle Sam and the postman bear the brunt of our expense accounts. They are familiar with this way of doing business—but how are our prospects to know of our policy if we don't tell them?

We wrote the following letter for the purpose of acquainting prospects with our sales policy:

Dear Mr. —

I wonder if you feel the same way I do about signing a coupon in an advertisement or asking for information by mail. Do you hesitate to do this because you think you are immediately going to be visited by a high-pressure salesman eager to further his own ends? I have often felt that way and unquestionably it has cost us money.

It may be, however, that you do not know that most of our gears are sold by mail, and we are only too glad to answer any inquiries that you may send us as they come—through the mail. Our engineers will promptly analyze your specifications and report to you—by mail. But of course that doesn't mean that we won't send our engineer to discuss your gear problems with you if you wish it.

If you think this way of doing business can prove of value to you, let us hear from you today on your gear specifications.

Very truly yours,

Perhaps our previous letters had brought certain purchasing agents almost to the inquiry stage; perhaps it was only a matter of time before we would have heard from them anyway. But we feel very strongly that there were certain companies—the very ones we particularly wanted to do business with—who had not answered our previous letters because they had no time to spend talking with a salesman. When they found that we were willing to save their time as well as ours, they didn't wait any longer to send us the desired inquiry. They found we had what they wanted, and our customer list was immediately increased with a number of new names as a result of this bit of evidence that we meant what we said.

Appointed by American Cutlery Company

Louis F. Lauth has been appointed sales manager of the American Cutlery Company, Chicago.

How "Printers' Ink" Files Serve

THE BUCHEN COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

We have received your reply to our inquiry regarding articles on various subjects, including motor trucks, carry-over value of advertising, and data on weekly sales bulletins.

We have found the information in which you referred us very satisfactory, and by using our complete file of PRINTERS' INK which was started in 1914, have been able to give several clients the information we believe they wanted, on the more or less obscure subjects.

THE BUCHEN COMPANY.

HERE is one of the hundreds of letters that come to PRINTERS' INK telling how file copies of the PRINTERS' INK Publications are proving helpful.

Half the worth of any information is in its immediate accessibility. When copies of PRINTERS' INK and PRINTERS' INK MONTHLY are filed they are always ready for immediate service. It is a reference library of information pertaining to advertising, marketing and sales subjects.

The PRINTERS' INK Publications are serving advertising agents and manufacturers and other business organizations in the same way that a lawyer uses his reference books. The case system has been adopted very widely and the fact that actual incidents can be cited has proved itself of greater value than the old method of theorizing.

The service that PRINTERS' INK offers of furnishing references to specific articles is not for sale and is open alike to subscriber and non-subscriber. It is purely a by-product of the publishing of the PRINTERS' INK Publications and is cheerfully placed at the disposal of those who need advertising and merchandising information.—[Ed. PRINTERS' INK.]

New Cereal Business Formed at Minneapolis

The Northern Oats Company has been organized at Minneapolis to engage in the manufacture of cereals. C. W. Loufek, vice-president of the Three Minute Cereal Company, Cedar Rapids, Iowa, will be president of the new company. B. W. Harris, Frank Filip and H. R. Possert are vice-presidents.

The Evening World

NEW YORK

A Lusty Note in the Evening Field

ONLY two standard papers showed November gains in the New York evening field—THE EVENING WORLD with 16,066 lines and *The Sun* with 1,042 lines.

For the third consecutive month, THE EVENING WORLD was the only standard evening paper to gain in Dry Goods advertising, with an increase of 40,000 lines.

It showed substantial gains in each of the following classifications, a further evidence of the breadth of its local home appeal:

Automobiles Boots and Shoes
Foodstuffs Furniture Men's Wear
Office Appliances

There is no product of general consumption destined for the New York home that cannot be profitably advertised in THE EVENING WORLD: The great merchants of the city have established this fact by a total increase in Dry Goods advertising of more than 700,000 lines during the first eleven months of this year.

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO



The Favored Evening Newspaper in the New York City Home

Charles R. Erwin—Advertising Agency Builder

Death of Chicago Man Recalls Part He Played in Demonstrating Importance of Financial Soundness of Advertising Agencies

CHARLES R. ERWIN, chairman of the board of Erwin, Wasey & Company, died at his winter residence at Winter Haven, Fla., on December 14, after a career of forty years in the advertising business. He was a significant figure, not only because he was one of the advertising pioneers of the Middle West, but more particularly because of the part he played in placing advertising agencies in general on a sounder business basis so that they could command complete confidence in the financial world.

His early training in banking was probably responsible for creating the banker viewpoint which he carried into the conduct of his own agency business and into his work in establishing general agency standards which might win the respect of bankers.

As one of the organizers of the American Association of Advertising Agencies and chairman of that association's finance committee, he was in a position to put his financial theories into operation. He always played the role of the conservative and was firm in insisting that all operations of member agencies be backed by an adequate reserve of ready capital. The position he took in this matter was largely responsible for the fact that, in the financial depression which followed the war when many advertisers faced possible failures, only one agency in the association went bankrupt and that because of foreign obligations.

In this same capacity as chairman of the association's finance committee, Mr. Erwin was frequently called on by advertising agents for advice and gained a reputation for keen insight in financial matters and a willingness to aid in their solution.

Another reflection of his activities in the association was evidenced in his insistence on a

strict observance in his own organization of all ethical agency practices established by the association.

Mr. Erwin was with Lord & Thomas, now Lord & Thomas and Logan, for a number of years and served as president of that organization from 1909 to 1915, but retired at the end of that time. In the same year he was persuaded to return to the advertising business and joined the firm of

Wasey & Jefferson, which became Erwin, Wasey & Jefferson, and later Erwin, Wasey & Company.

In 1919, Mr. Erwin opened a branch office in London. Additional offices of the company have since been established at Paris, Berlin, Stockholm, Brussels, Copenhagen, Helsingfors, Milan, Rotterdam and Zurich. The opening of these offices meant, for the most part, entering a field where no organized advertising agency practices existed and in this connection Mr. Erwin used his influence to get European publishers to adopt American practices and standards.

He was identified with many well-known advertising campaigns from time to time and was one of the first agency men to be charged with the expenditure of a million-dollar appropriation.

About two years ago, Mr. Erwin resigned as president of Erwin, Wasey & Company to become chairman of the board and Mr. Wasey became president. He took no very active part in advertising after that time, but devoted most of his energies to his Florida estate. He was sixty-seven years old.



CHARLES R. ERWIN



At Home, New Orleans

Up and down Richmond Place, New Orleans, are homes where Mr. and Mrs. Ultimate Consumer live more than comfortably.

Every family on the street, with one exception, owns the home in which they live. All but four of these families own automobiles and more than half of them have radios.

And Richmond Place is *another* 100% home-delivered Times-Picayune street. Every home has its Times-Picayune, every morning.

The Times-Picayune holds an enviable place in the homes of New Orleans. It's steady increase in circulation, year by year, would by itself make a sizable group of buyers.

The Times-Picayune

IN NEW ORLEANS

Member 100,000 Group of American Cities
 Representatives: Cone, Rothenberg and Noee, Inc.
 Pacific Coast Representatives: R. J. Bidwell Co.

A Pillar of Among Americans

THE year now ending clearly substantiates the position of THE HOUSEHOLD MAGAZINE as the most rapidly progressing major publication in America. Reaching into a thriving field, THE HOUSEHOLD MAGAZINE has molded 1,650,000 Main Street homes into a powerful buying unit. Interest of readers in the various departments of THE HOUSEHOLD

CHICAGO:

608 South Dearborn Street

The HOUSEHOLD

"THE MAGAZINE"

Arthur Capper, Publisher

of New Strength of Great Publications

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OLD

MAGAZINE has never been so enthusiastically sustained. THE HOUSEHOLD MAGAZINE greets the new year with the biggest volume of national advertising booked in its history, and with an impressive array of leading national advertisers whose increased sales quotas will be realized through the "Magazine of Main Street."

street
NEW YORK:
West Forty-Second Street

SAN FRANCISCO:
201 Sharon Building

LMAGAZINE

NE
OF MAIN STREET"

D. M. Noyes, Advertising Manager

Does Your National Advertising Lack the Fourth Dimension ?

THAT illusive, intangible, but nevertheless essential quantity, called the Fourth Dimension of Advertising, has been long sought. It is available, but generally unrecognized.

The three known dimensions of Advertising are (1) Interest; (2) Desire; (3) Action. The Fourth Dimension is "**Direction**"

The gap between "Desire" and "Action" has heretofore been an unspanned chasm, a bottomless void, in which sales and the attendant profits have been lost for need of the proper "Direction" of the prospect to the proper source of supply for the advertised product.

Wouldn't it be interesting to know just how many skeletons of diverted sales, that rightfully belonged to you, Mr. National Advertiser, are lying in this bottomless pit which can be bridged by the Fourth Dimension of Advertising, through the City Directory?

Span this economic Grand Canyon. We will gladly explain how at no obligation to you.



Send for further information and booklet "City Directory Coverage."

R. L. POLK & CO.

National Advertising Representatives

**ASSOCIATION of
NORTH AMERICAN DIRECTORY
PUBLISHERS**

524 Broadway

New York City

Slight Hope for Lower Postal Rates

The Special Joint Committee on Postal Rates Was Unable to Come to a Unanimous Decision

*Washington Bureau
of PRINTERS' INK*

ALMOST the last hope for lower postal rates during this session of Congress went glimmering last Saturday when the special joint committee on postal rates was dissolved with the issuance of a majority and a minority report to Congress. On Wednesday of last week the special committee met to consider a bill drafted by Senator Moses, chairman, which provided a consolidated rate on second class matter that would have considerably reduced the present rate. This provision was discussed and opposed by three representatives of the Post Office Department. However, when the meeting was adjourned, four of the five Congressmen present were in favor of the Moses bill, while it was opposed by one.

Senator McKellar was the recalcitrant member of the committee. When interviewed after the meeting, he said that at first he was inclined to favor recommending the consolidated rate on the reading matter and advertising sections of publications in the second class, but that after hearing the testimony of the representatives of the Post Office Department he agreed with them that the consolidation would not be advisable. Furthermore, he said that he was strongly in favor of a return to the postal rates of 1920, as his bill now before the Senate provides, and that he could not conscientiously agree to a compromise report.

Several members of publishers' organizations urged Senator Moses to call a special meeting of the committee for the purpose of voting on the proposed recommendations for lower rates but this was not done. Later, when the Senator was asked why a vote was not taken, he said that it would be futile since it was plainly impossible for the committee to vote unanimously on any report.

"Anything short of a unanimous vote," he continued, "would be use-

less, so far as the securing of legislation is concerned. This is a short session, and if we are to impress Congress with the recommendations of the committee we must be in accord. I do not think it is possible to get action on a majority report. Therefore, I think it best to recur to the recommendations made in a partial report on May 11, last. There are several bills before both Houses which embody the recommendations of that report, and I think there is an excellent chance of passing one of them if the subject of lower postal rates is not complicated by further recommendations on the part of a majority of the committee."

SENATOR MOSES' BILL

The recommendations which Mr. Moses submitted to the committee in the form of a proposed bill were for the reduction of postage on private mailing cards to one cent each, for a collect-on-delivery postcard, an additional charge for the collection of postage on short-paid first class matter, a consolidation of matter in the second class rate, and a revision of third class matter with slight changes in the fourth class rate and charges for special handling and special delivery. In regard to second class matter, the bill provided that if the space devoted to advertisements does not exceed 5 per cent of the total space, the rate of postage shall be one and one-half cents per pound or fraction thereof. When the space devoted to advertisements exceeded 5 per cent of the total space, the bill provided a rate of one and a half cents for the first and second zones established for fourth class matter, and an increased rate for each zone with a maximum of four cents for the eighth zone.

At the meeting which considered the provisions of the bill, Joseph Stewart, representing the Post Office Department, opposed the consolidated rate, and said:

"The noticeable thing about this proposition is the elimination of the distinction between reading matter and advertising matter. I think so far as the department is concerned, that is a question which would naturally be congressional. The granting of the privilege of a low flat rate for any distance for reading matter, as we term it generally for a comprehensive term, is a national policy which has been in effect since second class matter was carried in the mails, and which has been the basis of all the arguments for a low rate on second class matter."

At this point, the chairman called the attention of the witness to the fact that there was no differentiation at all until 1917, and Mr. Stewart continued:

"That is true, but this proposition appears to place reading matter on the basis of advertising matter; that is, it zones it."

Senator McKellar: "In other words, it destroys the reason for giving the low flat rate on advertising matter, because everybody would agree there would be no reason for giving a low flat rate on advertising matter; is that not correct?"

Mr. Stewart: "Yes; the argument will be advanced both ways. Those who are against a low flat rate for reading matter will, it seems to me—and I am just giving you my individual thought—will find in this a reason for arguing against a continuance of that national policy; while, on the other hand, the argument that you suggest can also be advanced. As I see it, really it is a matter for Congress to determine whether they shall express that public policy in one way or another. If I were representing second class publishers I would urge you to not break down the distinction. I think it is a valuable distinction in favor of second class. I am not here to argue for second class at all, but giving you the way it appears to me."

The final outcome of the meeting was the deadlock of the committee, followed by the two reports to Congress on Saturday afternoon. The first report is signed by Moses,

Phipps, Griest, Ramseyer and Bell. It mentions that the committee, created by the Act of February 28, 1925, made a partial report on May 11, 1926, making certain recommendations for changes in existing postal rates, and that at the time it was hoped that further hearings would enable the committee to report a complete schedule of rates for consideration in the present Congress. The report then states that the committee is unable to do this, and continues:

VIEWS OF COMMITTEE MEMBERS VARY

"Differences of opinion in the committee itself disclose considerable divergence of view with reference to those sections of the postal rate structure which have been most widely discussed; and the recent investigations of the Post Office Department do not lead the Postmaster General to any conclusion which may be taken as a warrant for further recommendations on the part of the Committee. Accordingly, the Committee recurs to the recommendations made in its report as above cited; and, since the functions of the Committee now terminate by operation of law, there remain before the Congress the bills formulated by the majority and minority committee in the concluding days of the last session of the Congress, and also the individual bills now pending in the House of Representatives to provide for the carrying out of the various recommendations which the committee then made."

Typical of the bills mentioned, which were based on the previous report of the committee, is one introduced by Senator Moses on May 10, 1926. This provides a reduction in the rate of postage on private mailing cards to one cent each, collect-on-delivery postcards at the regular rate of postage plus not more than two cents on each card, an additional charge for the collection of postage on short paid first class matter, a reduction in the rate on publications when sent by others than the publisher to one cent for each two ounces or fraction, and special handling and special delivery of fourth class matter.

Do You Want an "Up and Coming" Salesman

?

"Success Magazine gets better with each issue and is now so good that it will begin to step right up with the leaders."

[An office executive tells why he would not
hire a college man, in the January issue]

Success Magazine

TWO FIFTY ONE FOURTH AVENUE, NEW YORK

In opposing the action of the committee, Mr. McKellar's report states that he believes that the rates on second class matter, as existing in 1920, should be restored by Congress, that a one cent rate on third class matter should be restored as it was previous to the Act passed on February 28, 1925; and that the service charge of two cents on parcel post, as fixed by the said Act of 1925, should be repealed. His report continues:

"The testimony of the representatives of the department taken on December 15, 1926, shows that the department is opposed to any other changes except those heretofore recommended by the majority. At the same time the representatives of the Post Office Department stated that, if any changes were made in the rates on second and third class matter, such changes should be in accordance with two separate proposals which were submitted by the department. The testimony further shows that the department was opposed to destroying the present distinction in rates on second class matter between news and advertising. The representatives said that without this distinction there would be no reason for permitting any loss at all on this class of mail. It also showed that the department was opposed to a poundage rate on third class matter, as had been suggested by a member of the committee.

"It is further appearing that in as much as I have proposed a return to the 1920 rates on second class matter, the repeal of the one and one-half cents rate on circular matter and the repeal of the two cents charge on parcel post, and, inasmuch as Senator Moses, the chairman of the committee, has introduced a bill proposing a substantial restoration of the 1920 rates on second class matter, however specifically obliterating the distinction in rates between news matter and advertising and also proposing a modification of the present rate on third class matter; and, it further appearing that the representatives of the department have suggested compromise modifications in the present law both as to second class and third class matter,

I earnestly hope that the House of Representatives, in which this legislation must be initiated, it being revenue legislation, will speedily pass the bill as originally proposed by the majority of this committee, so that when such bill gets to the Senate, the Senate may be permitted by amendments to consider the question of postal rates at the present session and that all of these several proposals may be offered and considered by the Senate to the end that what I conceive to be the injustices in the present law may be remedied, whatever the plan which may be finally adopted."

Restoration of the one-cent postage rate on private postcards was voted by the House on December 20. The House also passed measures authorizing transmission of business reply cards, the return postage of not more than two cents, to be paid by the original mailer when the card is returned.

Another bill passed by the House would fix at one cent an ounce the rate on publications when mailed as second-class matter by others than the publisher or his agent, while another would provide for an additional charge on first-class matter mailed with insufficient postage. The House also approved a bill to extend special delivery service to parcels when labeled "Special Handling" and on which extra postage is paid. The rate would be 15 cents for two pounds, 25 cents for ten pounds and 35 cents for more than ten pounds. If the mailer does not desire special delivery, the rate for more than ten pounds would be 25 cents.

Of course, these measures have yet to receive the approval of the Senate.

Joins Evans, Kip & Hackett

Ross Craufurd, recently with The Lay Company, Inc., New York, has joined the copy staff of Evans, Kip & Hackett, Inc., advertising agency of employed in advertising work in London. He previously had been

The advertising account of the Cohn-Hall-Marx Company, Inc., New York, textiles, has been placed with The Paul Cornell Company, Inc., advertising agency of that city.



*Another Circle
on a
Much-Marked Map*

A RETAIL store map of the Great Atlantic & Pacific Tea Co. looks like Wesley Barry's! Freckled from Coast to Coast.

And here and there appears a bigger freckle than the others—a circle which marks a warehouse, strategically located where steady consumer demand calls for systematic supply.

Such a circle now surrounds Jacksonville, where a distributing warehouse has recently been opened to supply the whole Times-Union circulation territory. Florida alone already has 155 A. & P. stores. Moreover, to assist these stores as they have grown individually, and in number, the company has regularly advertised in the Florida Times-Union, since opening their first outlet in Jacksonville thirty years ago.

Jacksonville—and Florida—are going ahead so safely, so steadily, right now would be the time to plan your advertising for—

The Florida Times-Union
JACKSONVILLE, FLA.

LINAGE figures mean little in the tabloids. The huge circulation and large unit of sale of the small page and the steadily increasing rate for the past five years—all combine to keep down linage. Nevertheless, in food advertising The News is first in the morning field and has the largest gain among morning newspapers, fourth in linage among all New York newspapers and has the second largest gain in linage. The food advertiser is coming to a proper appreciation of The News, with its million plus concentrated circulation, its low cost and its more effective presentation on the small page.



Eleven months of food linage for New York papers

	1926	1925	Gain	Loss
NEWS	284,421	216,592	67,829	
American	124,787	234,116		109,329
Herald Tribune	260,889	214,324	46,565	
Times	144,934	140,550	4,384	
World	79,428	101,658		22,230
Mirror	44,891	25,686	19,205	
Journal	584,268	546,074	38,194	
Post	38,526	47,244		8,718
Sun	553,709	531,510	22,199	
Eve. World	552,890	445,710	107,180	
Telegram	112,843	114,518		1,675
Graphic	38,148	27,842	10,306	



Food advertisers
spent more money
in The News in
1926 than in any
other New York
morning paper.

—or in any evening
newspaper but one.

THE  NEWS

New York's Picture Newspaper

25 Park Place, New York Tribune Tower, Chicago



COSMOPOLITAN

• extends

the Season's Greetings

to the

Advertising Fraternity



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What Is a National Advertiser?

Is There a Definition? Should the Phrase Be Dropped?

By Albert E. Haase

THE American Association of Advertising Agencies at one time planned to get out a dictionary of advertising. The idea died aborning. The seemingly simple task of settling upon a definition of "What is an advertiser?" and of determining the correct pronunciation of "advertisement" were too much. Had the association gone ahead it would have found questions far more difficult than these awaiting it.

The two questions just mentioned are more or less theoretical. The answers to them would not affect the bread and butter of any individual. There are some, however, that do. Foremost of that type is "What Is a National Advertiser?" On the answer to this question depends, for instance:

(1) The rate an advertiser is to be charged by a newspaper. Most newspapers have two rates, one for "local" and another for "national" advertising.

(2) The unit of space that can be bought in magazines. (Certain magazines have a minimum unit for "national" advertisers and a lower minimum for "retail" advertisers.)

(3) The recognition of an advertising agency. (The several publishing associations which grant to an agency the right to receive commissions from member publications require among other things that the applicant agency have a certain number of "national" accounts.)

Then there are other individuals,

businesses and organizations that have a day-in-and-day-out practical interest in this question.

There is the Association of National Advertisers. Observe its name. Obviously, it must be made up of national advertisers. What standard does it apply in measuring an applicant for membership?

There are checking bureaus that compute the statistics on the amount of national advertising a

newspaper or a periodical carries. They do this job every day in the year. How do they determine what to check as national advertising?

There are publishing houses that issue "directories of national advertisers." Such directories are continually being changed. New names are added. Old names dropped.

Imagine yourself in a courtroom in a case involving advertising. Imagine counsel for the opposition asking you to define "national advertising." Could you do it in a manner that would withstand legal hammering? Many who deal with the subject day in and day out tried to draw up a definition in surroundings far more congenial than a courtroom. The result of their endeavors raises these questions: Does the term mean anything? Should it be dropped? What should be substituted for it?

What is the requirement for inclusion in such directories?

Then there is PRINTERS' INK. The telephone, mail service and callers continually put this question on its doorstep. The inquirer's interest in the answer, it is plain from what has already been said, is not an idle one. There is a real pocketbook interest. Because of such interest it has for some time been our intention to seek the answer from those who are constantly deciding on the question. We have gone to those sources.

Consider first the Association of National Advertisers. We put the question of a definition to the president of the association, S. E. Conybeare, of the Armstrong Cork

Company, and at the same time specifically asked what standard of measurement was used on an applicant for membership. Here is his reply:

"So far as membership in the Association of National Advertisers is concerned, our qualifications are that the member concern be marketing a product nationally, or sectionally, to an extent which makes its sales problems practically identical with those of other firms doing business on a thoroughly national basis.

"So far as our association is concerned, the amount of advertising, or whether the firm is an actual publication advertiser or not, has no bearing on the case. It is marketing problems that we are interested in and these include both advertising and selling.

"It is somewhat difficult to draw a definite line of demarcation as an abstract generality, but it seems to me that the customs of the advertising business form a sufficient basis for a decision in each individual case that may arise." No definition here.

In an endeavor to reduce this statement to a definition, the best we could do was this: "A national advertiser is one who has the intention to do more than a local business."

The majority of the members of this association are manufacturers. Most of them sell through the conventional jobber-retailer channel. Yet, at the same time, the membership also includes service organizations such as the Metropolitan Life Insurance Company, and the Alexander Hamilton Institute. We draw specific attention to this latter fact because of a definition of a national advertiser that always seems to come ready to hand for any Tom, Dick or Harry in the business of advertising. It is: "Any business that manufactures goods for resale and that advertises those goods is a national advertiser." Such a definition would exclude businesses such as the Metropolitan Life Insurance Company and the Alexander Hamilton Institute. It would exclude also hotels, railroads and countless retail businesses that may

have but one retail store and nevertheless seek business from all parts of the nation—Tiffany's in New York, for instance. It would exclude also mail-order houses of almost every sort and description save those houses of the type of Butler Brothers, which sell only to the retailer. So far we haven't arrived anywhere in particular in our search for a definition.

The "Standard Advertising Register" is used as a directory of national advertisers in many quarters. We asked the manager of the directory for a statement on how it picked names for listing. "Our principle," said Mr. Ferrel, "is to classify as national advertisers only those concerns which advertise in one or more mediums of general circulation. We find it exceedingly difficult, however, to adhere strictly to this definition, but it can be stated to be our guiding principle, at least."

We turned next to publishing associations which have the task of recognizing advertising agencies. Now, since each of these associations requires, among other things, that each applicant agency have a minimum number of national accounts, it seemed that here could be found a practical answer. But instead we find no particular desire to discuss the subject. Each case, when the matter of national accounts is up for discussion, is apparently judged on its own merits. One association sidesteps the question by saying that it does not recognize agencies, but instead recommends agents to members for recognition.

A DEFINITE GUIDE

The committee in charge of agency recognition for the American Newspaper Publishers Association has a definite guide on what is "local" and what is "national" advertising. It is this:

"Any advertising originating or being placed within the State in which the advertiser is located is *local*."

"Any advertising done by that advertiser outside of his own State is *national*."

The same unwillingness to put on paper the rule they follow in

180,000
Daily**Los Angeles Examiner**400,000
Sunday

5c DAILY

DECEMBER 23, 1926

10c SUNDAY

**EXAMINER PROVES "PULL"
IN SALES AVERAGING \$8,000****50% OF INQUIRIES
FROM ONE PAPER**

With unit sales averaging about \$8,000, the Pacific Investment Company of Los Angeles, marketers of income poultry homes, is obtaining prospects through The Los Angeles Examiner at a cost only half as great as those received through the next nearest paper.

Such was the revelation in a recent letter to The Examiner from David T. Prenter, advertising manager. Among other things, Prenter said:

"The writer has just completed a study of results obtained from advertising in the Los Angeles daily and Sunday papers covering a specific number of weeks. You doubtless will be interested in knowing some salient facts ascertained. . . .

"The total number of coupons actually received from our advertisements in five papers is 346. Keyed as all our coupons are, the distribution is as follows:

		Cost per Coupon
Examiner	177	\$ 8.49
2nd paper	115	16.29
3rd paper	24	17.26
4th paper	16	16.10
5th paper	14	38.44

"In justice to papers listed as 3rd, 4th and 5th, the small number of coupons received is accounted for, in a measure, by the fact that our advertising did not appear as many times as it did in The Examiner and the 2nd paper listed. However, the per coupon cost of Examiner advertising as compared with that of the other papers is such that we

**THE
LOS ANGELES
EXAMINER**
has
the **LARGEST
HOME-DELIVERED
CIRCULATION**
in
the rich Pacific
Southwest Market

are extremely well pleased with the pulling power demonstrated.

"We are indeed grateful for the co-operation that has been given us by your organization collectively and individually."

**FIELD MEN REVEAL
BAKERY'S WEAK SPOTS**

Merchandising Service that goes far beyond the regular routine is revealed in a recent letter of thanks to The Examiner from Albert Gordon, head of the Gordon Bread Company, Los Angeles. Among other things, he wrote:

"The work of your field men has been of great assistance to us in numerous ways. They have shown us where our service was weak, dealers who were ready to stock our products, the opinions of dealers, etc.

"They have actually given us an unbiased analysis of our standing in the distribution of bread in this city."

**Largest morning and Sunday circulation
West of the Missouri**

determining, "What is a national advertiser?" shown by publishing associations is displayed also by individual publications. Neither newspapers nor magazines, generally speaking, were inclined to go into the subject. Yet such publications continually face this question and continually decide it.

In one large city a certain newspaper's advertising manager, whose name cannot be quoted, says that the best definition he can give is: "National advertising is advertising on which newspapers pay a commission." To this statement he adds the observation that each newspaper, in an effort to obtain an advantage over the other, continually changes its rules. The rules, if such they may be called, he plainly indicates, are based solely upon expediency.

Newspapers in New York would naturally have more experience with this question than would papers in any other cities. Four New York City newspapers were willing to talk on the subject.

Two define a national advertiser not by stating what he is, but by explaining what he isn't. The method is to define a local advertiser, and to leave the inference that all advertisers who do not fit into this class are national advertisers.

"A local advertiser," says one, "is a local retail store selling direct to the consumer and using addresses only in New York and a radius of fifty miles."

The second publication says: "A local advertiser is a retailer who advertises merchandise that is sold from his own stores; who states in his advertisement the address of one or more stores in New York City, and who does not name or mention any other outlet. Whether he manufactures the goods advertised has nothing to do with his status as a local advertiser."

The third publication makes the following statement:

"It has been our custom to designate national and local advertisers as follows:

"A national advertiser is one whose product is advertised nationally, and whose advertising may appear in New York City, as well

as in Boston, San Francisco or Chicago.

"While a local advertiser is a local merchant who does business in New York City only, and whose advertising appears over a local address."

The fourth New York newspaper makes no distinction between local and national advertising in the matter of rates. It does, however, have a different rate for department-store advertising. That rate is allowed only to stores falling within a well-defined class.

The business manager of that publication calls attention to the fact that a statement on national advertising is contained by inference in the contract of New York newspapers with the typographical union.

In that contract local advertising is described as follows:

(a) The advertisement of any concern, firm or corporation distinctively a New York concern, where such advertising is not identical with and a part of a general advertising campaign;

(b) The advertising of any New York retail concern, firm or corporation (except a factory branch store), selling more than one sort of merchandise direct to the consumer. All advertising not answering this description shall be deemed out-of-town advertising and need not be reset.

National advertising, we are to infer from these paragraphs, would be announcements that are "part of a general advertising campaign," or announcements of "a factory branch store."

After making this comment, this business manager adds a statement to the effect that the distinction that some advertising is "out of town" or national at least saves some of the inexcusable waste of "bogus" resetting. That, by the way, is a point of much importance to many advertisers.

A fair picture on newspaper definitions throughout the country is given by two organizations that regularly measure considerable newspaper volume: De Lisser Brothers, accountants of New York City, and the Hanford Ad-Chk Bureau of Mount Vernon, N. Y.

R. A. De Lisser, of De Lisser Brothers, says: "It occurs to us, from our experience with the va-

No. 3 in a Series

Nothing Mysterious About Boston

—if you “break down” newspaper circulations this way:

1. Compare morning papers with morning papers, and evening with evening papers.
2. Compare combinations with combinations rather than with individual newspapers.
3. Give equal consideration to optional and compulsory combinations of morning and evening newspapers.

Then you will get this real picture of the Boston newspaper situation:

1st combination (optional) 655,300

1st evening & 1st morning

2nd combination (optional) 415,584

1st evening & 2nd morning

3rd combination (compulsory) 273,240

2nd evening & 3rd morning

4th combination (compulsory) 250,998

3rd evening & 4th morning

Boston American Boston Advertiser

The Surprise



se Attack

STONEWALL JACKSON won many an engagement over armies much larger than his own—with the surprise attack. Taken unaware, the bigger army was first confused, then panic stricken, then routed.

More than one maker of women's shoes has seen his business move into other hands because he had eyes that saw not. He clung to the idea of generations that shoes for women were merely foot-covering and nothing else. He was not prepared for the surprise attack of manufacturers who saw that women's shoes are like millinery, that women want to buy not leather alone, but design, color, style. He was routed.

Nation's Business, a monthly magazine for business men, is the interpreter of this New Control. It warns of surprise attacks. It helps 250,000 business men look ahead.

NATION'S BUSINESS

MERLE THORPE, *Editor*

Published Monthly at Washington by the Chamber of Commerce of the U. S.

rious newspapers, that there isn't any ironclad rule which they all adhere to. For instance, some papers will consider any advertisement that is ordered from outside the city in which the paper appears as national and other papers will consider everything in their State as local and all outside the State as national. Therefore, in some towns two newspapers will disagree as to what is local and what is national advertising.

"Our interpretation of a national advertiser," he continues, "is one whose goods are sold through dealers and are nationally advertised." Such a definition, however, militates against the classification of hotels, railroads, and retailers who actually sell to the national market, as we have already pointed out in another instance.

Robert B. Hanford of the Hanford Ad-Chk Bureau, who checks the advertising of more than 1,200 national advertisers in about fifty-seven cities, says that there are so many borderline cases between national advertisers and local advertisers that he has found it necessary to treat those borderline cases in a special manner, despite the classifications given to them by newspapers.

"Our rule," he says, "if you may say that we have one at all, is to consider an advertiser as *national* if he: (1) Manufactures such goods as may be generally purchased anywhere, showing that at least he has a fairly national distribution. (2) When his advertising shows us that he is appealing to the country as a whole—although such advertising may be mainly sectional. Hills Red Can Coffee we consider national, although this is sold almost entirely in the West and Middle West."

This definition limits national advertisers to manufacturers and is not sufficiently inclusive. The second half of it is of considerable interest since, like that of the Association of National Advertisers, it gives consideration to the intention of the advertiser.

Like Mr. Hanford, the Bureau of Advertising of the American

Newspaper Publishers Association, makes three classifications of newspaper advertisers. They are: (1) local; (2) sectional, and (3) national.

The purpose of this Bureau is to create an interest in sectional and national advertisers in the use of newspaper advertising. It does not have, according to its director, William A. Thomson, a definition of the term "National Advertiser." On this subject Mr. Thomson has made the following statement:

"It seems to me that it is not possible to make an ironclad designation in this case. I can't think of any definition that is not subject to vehement exceptions.

"Our prospect list for solicitation includes manufacturers who are or who may be in a position to advertise in one or more cities, depending upon their distribution, funds available and ambitions.

"In making up a classification, it might be reasonable to say that there are three kinds of advertisers in newspapers—local, sectional and national. Under this classification, the sectional advertiser would be an embryonic national advertiser. At what point he would become a national advertiser, however, I must confess frankly I don't know."

Certain magazines have nothing to say on this subject other than "every advertiser who buys space in our publication is a national advertiser." Obviously, that answer does not meet the situation. Magazines themselves recognize this fact in the case of the classifications "national" and "retail."

"These classifications exist," says one publisher "in order to protect the smaller retailer. We realize that there are certain retailers who want to advertise in publications of national circulation yet who cannot purchase space in the units that were set for manufacturers so we fix a lower minimum unit for retailers. You might ask me why a retailer should want to advertise nationally. And I might reply because his market is spread all over this country. Take a retail shop here in New York that

Associations of they are: and (3)

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Yes,

there is a pot of gold at the end of the rainbow for advertisers who cultivate the acquaintance of

THE SUNDAY SENTINEL FAMILY

whose annual expenditures approximate

\$175,000,000



THE SUNDAY SENTINEL

Milwaukee and Oshkosh Edition

By far the largest circulation of any Wisconsin Newspaper

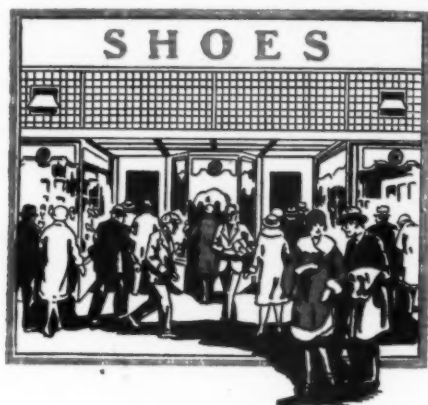
National Advertising Department

W. W. CHEW
285 Madison Ave.
NEW YORK

W. H. WILSON
Hearst Building
CHICAGO

T. C. HOFFMEYER
Monadnock Building
SAN FRANCISCO

One Great Family That Spends \$1,000,000



*D*ANCING SHOES... walking shoes... work shoes ... riding boots ... sixty-five thousand dollars a day ... nearly twenty-four million dollars a year. That's what the Great Herald and Examiner Family spends for its shoes!

Certainly a wonderful family for shoe manufacturers and retailers to meet. But whether you sell shoes or shirtings, food or furniture, atomizers or automobiles, this Great Herald and Examiner Family constitutes a tremendous market for you.

They represent a city within a city ... five million people every Sunday, and a million and a half daily.

NATIONAL ADVERTISING

W. W. CHEW
285 Madison Ave.
NEW YORK

Spent \$1,000,000 a Year for Shoes!

It is a desirable family of open-pursed, free-thinking folk . . . youthful, virile people whose interests and buying instincts are modern.

Every year they spend \$1,500,000 more to read your message in the columns of the Herald and Examiner than they would have to spend to read it in the other morning and Sunday newspaper. That is true acceptance spelled in dollars.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will call at your request.



here isn't
a thing
that they
don't buy

*Make them
your customers*

CHICAGO HERALD and EXAMINER

*The Largest Morning Newspaper Circulation
in America at Its Price!*

ENGINEERING DEPARTMENT

T. C. HOFFMEYER
Monadnock Building
SAN FRANCISCO

"... Sell it in the All-Day Home Newspaper."

"... and there are *308,500 automobile owners among readers of the Sunday New York American in Metropolitan New York."



*From a recent survey

CERTAINLY a newspaper with such a showing reflects buying power. It speaks volumes in sales of automobiles—tires—gasoline and accessories—but equally important it augurs that the readers who own these cars are capable of buying any commodity advertised in a general way.

Of its 1,063,341 copies the Sunday New York American sells 724,449 copies in Metropolitan New York—41 per cent of the total circulation of all four standard Sunday newspapers. In the 50-mile Suburban territory alone it sells 274,725 copies—50½ per cent of all four standard Sunday papers.

To reach your market—sell your product—Sunday is the day—the home is the place—and the paper is the

Sunday New York American

"The Backbone of New York Advertising"

Sunday A. B. C. 1,063,341

NATIONAL ADVERTISING DEPARTMENT

NEW YORK
2536 Broadway

CHICAGO
222 N. Madison St.

BOSTON
70 N. Washington St.

SAN FRANCISCO
Market Street Building

sells only dress shirts. They are high-priced exclusive dress shirts. The number that can be sold in New York is limited, but there are customers for those shirts all over the country and they have obtained those customers through national advertising. The same story could be told of custom-made shoes and of countless other articles. It is almost impossible today to start a business and keep it confined to any particular locality. The telephone, air mail, fast railroad transportation, and the automobile make isolation impossible for any business, including retailers, when a product of unusual merit is being made or sold.

"I don't think that you can differentiate between national advertiser and local advertiser on any other basis than 'intention,' no matter whether the business be manufacturing, wholesaling or retailing."

Here, as in certain other cases, the definition of a national advertiser is reduced to a question of intention without discrimination as to the nature of the business.

One of the magazine publishers who held that everything appearing in a magazine of national circulation was national advertising was willing to discuss the question at length. Here is a summary of his statements:

"You will find much advertising of retail businesses in magazines. But you cannot call such advertising local advertising because the advertiser is a retailer. Most of these retailers are located in New York, Paris and London. Those are world cities. London and Paris are more international than New York. Anybody wanting a certain article that can be obtained only in London will send to a London retailer for it. This is true of Paris. New York is a national city. Perhaps I should say it is more than that. People of Canada and of South America buy from New York retailers. We know very well that a great number of retail shops handling certain types of articles could not exist if they had to depend solely on New York for their patronage.

They must go before the whole country. You can't say an advertiser is a local advertiser because he is a retailer."

In as much as the American Association of Advertising Agencies once had the courage to entertain and try out the idea of compiling a dictionary of advertising, it seemed to us that we might turn there for an attempt at an answer. James O'Shaughnessy had one on which he had been working for a considerable length of time. It was the only complete definition we were able to obtain from all of the sources that regularly deal with this subject.

"If we were to handle the question in logical order," said Mr. O'Shaughnessy, "it would reduce itself to a statement like this:

"Question: What is a national advertiser?"

"Answer: One who advertises to the nation."

"Question: What's the nation?"

"Answer: One hundred and twenty million people."

"Question: If an advertiser reaches only 119,000,000 people, he isn't a national advertiser?"

"Answer: That's right."

"Question: No advertiser ever reaches all of the people of the country. Q. E. D. There are no national advertisers."

"That's the logical answer," said Mr. O'Shaughnessy, "but it isn't the real answer. The real answer is different because the term 'national advertiser' is a courtesy title extended to certain businesses because of their advertising intention. That thought is necessary to the definition I have worked out."

Here is the definition he gave:

"A national advertiser is one whose concept of his selling scope embraces the national market and whose undertakings give indication of his plan."

* * *

The statement that the term "national advertiser" is but "a courtesy title" and the lack of any agreement on the definition of the title by those who regularly use it leads to these questions: Why use the word at all? Why not abandon it and use in its stead

some phrase that is capable of a real meaning?

Newspapers once used "foreign advertising" as the designation for advertising not considered local. Their use of the word "national" is a practice of recent years. The word "foreign," however, has certain obvious disadvantages.

A statement made by a newspaper, not previously quoted in this discussion, and the most practical statement made by any newspaper, has what seems to be an answer to the problem. Instead of speaking of "national advertisers" that newspaper—the *Milwaukee Journal*—calls them "general advertisers."

The term "general advertiser," we should say, would have more significance to a business man not engaged in advertising than would "national advertiser."

Consider this situation, for example: A manufacturer of soaps that are sold in only three States decides to use newspaper advertising. He is told that he will have to pay the "national advertising rate." "But," he replies, "I am not a national advertiser." And then follows a long-winded attempt to explain a "national advertiser." Would it not be easier to say to that manufacturer: "You pay the general advertiser's rate." The word "general" has far more significance to him than has the word "national."

The term "general advertiser" is more easily and readily turned into rules capable of practical application than is "national advertiser." To prove this point, and for the benefit of those interested in getting practical information on this subject, we quote below the statement of this newspaper on how it makes distinctions between "local" and "general" advertising. Its statement follows:

Local.

"Firms doing a retail to consumer business exclusively through their own retail outlets in Milwaukee are to be considered as local."

General.

(1) "Manufacturers or wholesalers with their home offices outside of Milwaukee, selling their

products to Wisconsin retailers or consumers, are general.

(2) "Manufacturers or wholesalers with their home offices within Milwaukee County selling their products as wholesale dealers, are general.

(3) "Manufacturers or wholesalers with their home offices in Milwaukee County, selling their products through a combination of their own retail outlet and also through dealers in Wisconsin, are general.

(4) "Manufacturers or general distributors with their home offices within Milwaukee County, doing a general business to consumers or dealers in Wisconsin and outside of the State, are general.

(5) "Any advertisement carrying one or more retail dealers' names, selling their products through our service, is general.

(6) "Any advertisement carrying a dealer's name as a general distributor is subject to the general rate."

The *Milwaukee Journal*, of course, does not stand alone among newspapers in the use of the term "general" to describe what most publications call "national." The *Chicago Tribune*, for example, uses the terms "local" and "general display."

It may be that in PRINTERS' INK's audience there are some who have a workable definition of the term "national advertising." Or, it may be that there are some who have a practicable term that should be substituted for it. Their statements on the subject would be welcomed.

C. W. Fuller Elected to Board of "College Humor"

C. W. Fuller, for the last several years advertising manager of *Photoplay Magazine*, has been elected a member of the board of directors of *College Humor*, Chicago, and takes an executive position in the advertising department, with headquarters at New York.

A meeting of the central division of the National Association of Teachers of Marketing and Advertising will be held in St. Louis on December 29.

At the same time and place, the American Economic Association will hold its annual meeting.

Checking Up on Data Secured by Mail Questionnaires

Find Out Who Answers Your Questionnaire and Who Does Not

By William J. Reilly

Sales Research Department, The Procter & Gamble Company

A SPECIAL house-to-house advertising program covering a number of cities had just been completed. We were interested in results. A mail questionnaire was drawn up and sent to a group of housewives in each city where the work was done. The percentage of questionnaires answered was high and the distribution of replies was good. The data were tabulated.

At this point most mail studies stop. Those who secure information by mail are usually well satisfied if 30 or 40 per cent answer and if the replies are well distributed. But even with these two requirements satisfied, three important questions remain unanswered.

1. Who answers the mail questionnaire?

2. Who does not answer the mail questionnaire?

3. How accurate is the information given by those who do answer the questionnaire?

To sense the importance of the first two questions, it is only necessary to recall that the percentage of mail questionnaires answered is almost never as high as 50 per cent. In other words, over half of the people to whom the questionnaire is sent are never heard from.

The significance of the third question is obvious, for if the information given by those who do answer is inaccurate, it may become practically useless, depending upon the degree of inaccuracy.

In order to discover who answered our questionnaire and who failed to answer it, as well as to learn how accurate was the information given by those who did answer, we set out to get the facts, using the following method:

1. Copies of the names and ad-

resses were saved of all persons to whom the mail questionnaire was sent.

2. Three of the cities in which the mail questionnaire was used were selected for the purpose of sample study.

3. Personal interviews were secured with those who had answered the mail questionnaire and what they answered in personal interview was compared with what they answered by mail.

4. Personal interviews were secured with those who had not answered the mail questionnaire in an attempt to discover what kind of people did not respond.

5. The personal interview with those who had answered the mail questionnaire was so planned that the housewife did not feel conscious that the accuracy of her answers by mail was being questioned.

RESULTS OF INVESTIGATION

The more significant results of this investigation are as follows:

1. Of the housewives who answered the mail questionnaire, 92 per cent were found to be users of our product and only 8 per cent were non-users.

2. Of those housewives who did not answer our questionnaire, 40 per cent were found to be users of our product and 60 per cent were non-users.

3. Those who did answer the questionnaire gave information that was exceptionally accurate; in fact, only 15 per cent of the answers given in the mail questionnaire differed from those received in personal interviews and the differences were so divided between favorable ones and unfavorable ones that they resulted in a balanced error which did not appreciably disturb results.

It is clear, then, in this particu-

lar case, that because the information by mail was received almost entirely from regular users of the product, one might well expect it to be highly distorted. Also it might be expected to be void of the useful suggestions often given by those who have reasonable objections to the product.

The foregoing case is not an unusual one. Similarly, many men in using the mail questionnaire have received information which they later found to be distorted. But because they have not had all the facts incident to their case, they have not been in a position to remedy the distortion. And so, typically, they have taken their own misuse of the mail method to be an inherent fault in the method itself and have proceeded to generalize against all mail methods.

Other men, prejudiced contrariwise, have supported the mail method on such incomplete grounds as a high percentage of returns or an even distribution of replies. In short, most of the criticism or support of the mail method has revolved about experiences which did not make up a complete experimental study and has usually been premised solely upon information from those who *did* answer the questionnaire. The majority, who didn't answer, were either forgotten or ignored.

And so supporters and critics alike have proceeded to generalize about what kind of information can or cannot be secured through the mail. Such generalizations are highly misleading and help no one. Every problem, after all, is a different one and each case has its own peculiarities. Before anyone can know the possibilities of the mail questionnaire method in connection with a problem at hand, it is necessary that he make a separate and complete study of that case.

After one discovers exactly what happens when a given questionnaire is sent out, the remedies are usually quite simple. If, as in our case, experience shows that the information by mail comes from a group of people who are prejudiced in favor of the product, an examination of actual conditions by

the method given may permit the use of a discount figure to be applied to all such mail information. Or, if it is found that the questionnaire is not securing replies from enough non-users, such changes as a more careful selection of the mailing list, greater emphasis on an appeal inviting suggestions and objections, or an offer of some little reward to those who answer are often used.

If, in the case of a product not so well known, it is found that replies are coming from only a certain class of people, perhaps too low in the scale of living, a refinement of the mail-matter and the subject-matter appeal, together with some sort of a more-or-less personal entree to a selected list of people, usually works.

These points are merely suggestive. A hundred and one other possible remedies could be given, but the person in possession of the peculiar facts incident to a particular situation is in the best position to apply an appropriate corrective.

Many supporters, who secure information through the mail, have been using the same standard questionnaire for years and the information received has been used to guide executive decision with little or no knowledge of either the type of person who is answering the questionnaire or the accuracy of the information that is received. A sample of interviews with a few of those who answered the questionnaire and those who did not might cause executives to place a different value altogether on the information upon which they have been relying.

And even the most bitter critics, enlightened by all the facts, may discover that their prejudices rest upon their own mistakes in using the method rather than upon a fault in the method itself and that the facts usually suggest within themselves a simple remedy.

In conclusion, it is not for a moment contended that the percentages or the results applying to our case might be expected to apply to any other case. But the *method* of securing the facts should apply to practically every case.

*I*N what plight is that advertiser whose product—or whose advertising message—is without appeal to New York's brightest 50,000 people?

The
NEW YORKER

25 West 45th Street, New York



January 22 to 29

CLEVELAND

250,000

motor cars in

Greater Cleveland



181,640

English Reading
families



183,759

Cleveland Press
Circulation!

The Cleveland P

Detroit
San Francisco

NATIONAL REPRESENTATIVE
250 Park Avenue, New York

L A R G E S T D A I L Y C

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29

D' AUTO SHOW

The twenty-sixth Annual Automobile Show will open at Cleveland Public Hall, Saturday, January 22.

The Automobile Show Edition that will be read by the largest daily newspaper audience in Ohio will appear in *The Cleveland Press* on Monday, January 24.

The 250,000 motor car owners in Greater Cleveland will get their information of the new improvements and new models from the newspaper that nearly all of them read, the newspaper that leads all other dailies by more than 38,000 circulation, the newspaper that is Cleveland's FIRST Advertising Buy.

Advertising copy for the Show Edition is now being received.

nPress



*First in
Cleveland*

ED NEWSPAPERS, INC.
N. Michigan Blvd., Chicago

SCRIPPS-HOWARD

Seattle
Los Angeles

C U L A T I O N I N O H I O

THE thirty six story Book Tower . . . the Book Tower Restaurant . . . the Book Cadillac Hotel Blue Room and Humidor, and Detroit's Fifth Avenue, Washington Boulevard, are all being ably, aptly and attractively merchandised exclusively in The Free Press under the direction of Mr. Oren Arbogust of Chicago.

Advertising men who claim there is nothing new in copy under the sun ought to read Mr. Arbogust's Washington Boulevard advertising . . . it's a classic, and we have it on the authority of Mr. Elbert Hubbard that "a classic is a thing so well done as to defy competition."

All exceptionally good advertising in Detroit



appears regularly in The Detroit Free Press. Mr. Arbogust's campaign and hundreds of others like it make this newspaper a real library of good advertising and a whale of an influence in selling by the printed word here in America's Fourth City . . . America's Third Market.

Advertising campaigns of any sort appearing in The Free Press, are in *good company* . . . go into *good hands*, in *good homes*, and in consequence, deliver more returns per dollar invested in *agate lines*.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

An Obituary on the Sesqui

EASTON, PA., DECEMBER 9, 1926.

Editor of PRINTERS' INK:

I see that the final official attendance figures of the Sesquicentennial are given as somewhat exceeding 5,800,000.

My mind runs back to last spring when I heard an advertising-space representative of the Sesqui set forth with great confidence that statistical study and "scientific analysis" showed a certain attendance at the Exposition of more than 25,000,000.

It appears that all the sure-thing methods that we have been crowing about in the last few years have not gone so far as to take all of the "gamble" out of exposition and convention advertising. Venturesome advertisers can still have excitement and adventures there as a change from the monotonous certainties in other fields of advertising from which all guess-work has been removed!

S. ROLAND HALL.

ADVENTURE and excitement are the proper words, Mr. Hall. The Sesquicentennial International Exposition, celebrating 150 years of American independence, was most certainly an adventuresome and exciting enterprise. But not for the advertising man. Advertising was forced to sit on the sidelines and watch the Sesqui suffer. Badly wounded from the start by internal squabbles, it finally passed away on December 1, leaving a trail of red ink behind it.

The Sesqui was born a weakling. It could hardly be called a love child for some of its parents wanted it and others did not. Even after it was actually born the objectors did their best to hinder its growth and progress. It probably could have been saved and built up into a healthy exposition if advertising had been called into consultation. But it was not consulted. Instead, advertising's unlicensed, quack brother, with many dead patients to his credit, Dr. Publicity, took the case.

The story of the Sesqui was told from day to day in the newspapers. It got plenty of publicity. But it was mostly about the mismanagement and the disputes. "The Sesqui will be open on Sunday," "The Sesqui will not be open on Sunday," "The Sesqui

will close December 1," "The Sesqui will not close December 1," "Director of Sesqui Resigns," etc., etc., etc. The prize fight staged in the arena proved a boomerang. Whether Dr. Publicity thought all this was good medicine or not, we cannot say. But let it not be said that this doctor did not try. Just ask the editor of any publication. PRINTERS' INK knows. For months the mails brought the "Sesquicentennial News" with statistics, write-ups, news items, feature articles, headlines and all, ready to print. Probably Dr. Publicity could show you scrap book after scrap book full of clippings, proving that much of this stuff was printed. Very good, doctor, a splendid achievement; you "put it over" on a lot of editors, perhaps. But how did the patient respond to this medicine?

That's another story. Let us take a few figures from an Associated Press dispatch. Total paid admissions 4,622,211. Yet, as Mr. Hall points out, 25,000,000 people were expected. Of this total some 140,268 were brought to the grounds by the Dempsey-Tunney bout. They did not go to see the exposition. Now let's turn the pages of the ledger. Figures are easy to find and read because most of them are in red ink. The total deficit was something more than \$4,000,000.

Before the exposition opened, PRINTERS' INK wrote to ask what its advertising plans were to be. The reply stated that it had none. The reason given was that if one advertising medium was used, all would have to be used. Of course that would be impossible, the director of the publicity division wrote. He stated that to use only one newspaper in any one city would bring down the wrath of the others. Did the Sesqui hire every contractor in Philadelphia, buy materials from every dealer? An advertising agency could have solved this problem easily.

Later, after a new director of publicity had taken charge, another inquiry brought this response:

"I regret to disappoint the ex-

pectation you evidently have about our 'advertising campaign' as expressed in your letter of July 7. There is no story connected with it. We are simply running a series in Philadelphia dailies to acquaint the people who are here with the daily program at the Exposition. It will not be extended further and, in fact, it is likely to grow smaller instead of larger. I would hate to send you proofs because we are not at all proud of the typography or layout. The thing is rushed together at the last minute each day and the fine art of the printer has not a ghost of a show."

Need much more be said? Advertising could, perhaps, have nursed the Sesqui to health. It would have been difficult, managed as it was by quarreling parents. But surely it could have relieved the suffering child more than publicity did and perhaps stopped the flow of red ink.—[Ed. PRINTERS' INK.]

Joins Manternach Agency

J. B. Williams, formerly with The Erickson Company, Inc., New York advertising agency, and more recently engaged in business in Miami, Fla., has joined the staff of The Manternach Company, Hartford, Conn., advertising agency. He will be associated with the sales and merchandising departments.

G. F. Austin & Company Appoint Sales Director

H. S. Percy has been appointed sales director of G. F. Austin & Company, Norwalk, Conn., manufacturers of Sambo, chimney cleanser. He was at one time advertising manager of the Gibson-Snow Company, Inc., wholesale druggists, Albany.

Earnest Elmo Calkins Ap- pointed by Book Collectors

The Grolier Club, New York, an organization of book collectors, has named Earnest Elmo Calkins, president of Calkins & Holden, Inc., as editor of the "Gazette," the club publication.

"Country Homes" Appoints William Karpén

Country Homes, Baltimore, has appointed William Karpén as advertising representative for the New York and Philadelphia territory.

Toledo Bureau Newspaper Advertising Warns Investors

"\$3,500,000 in Christmas Savings Soon to Be Invested" is the heading of the first of a series of advertisements to be published in the Toledo daily newspapers by the Toledo Better Business Bureau, Inc., in its effort to educate the public to one function of the Bureau. The sub-head reads "Five Minutes Now May Mean Your Life Savings—Later." The text of the advertisement informs the reader that the bureau is ready to give facts about any investment or enterprise to any inquirer without cost.

"This organization does not permit the acceptance of any money or of any gratuity for services rendered," the copy reads. An interesting feature of the advertisement is an announcement, set off in a box at the side, that "The appearance of this advertisement in these columns is evidence that this newspaper subscribes wholeheartedly to the principles of the Better Business Bureau and co-operates with the Bureau in protecting you . . . even to the extent of refusing to accept the copy of firms whose advertising and sales policies are proved by the Bureau to be contrary to the public interest."

Homer E. Frye, manager of the Toledo Better Business Bureau, is planning to run a similar advertisement each week.

N. W. Barton with Peerless Motor Car Company

Ned W. Barton, former sales manager of the Olds Motor Works, Lansing, Mich., has joined the Peerless Motor Car Company, Cleveland, as a member of the factory sales organization.

Alfred Wonfor Joins Prather- Allen Agency

Alfred Wonfor has joined the copy staff of The Prather-Allen Advertising Company, Cincinnati. He was formerly with The H. K. McCann Company, New York, and The Geyer Company, Dayton, Ohio.

Appoints Moss-Chase Agency

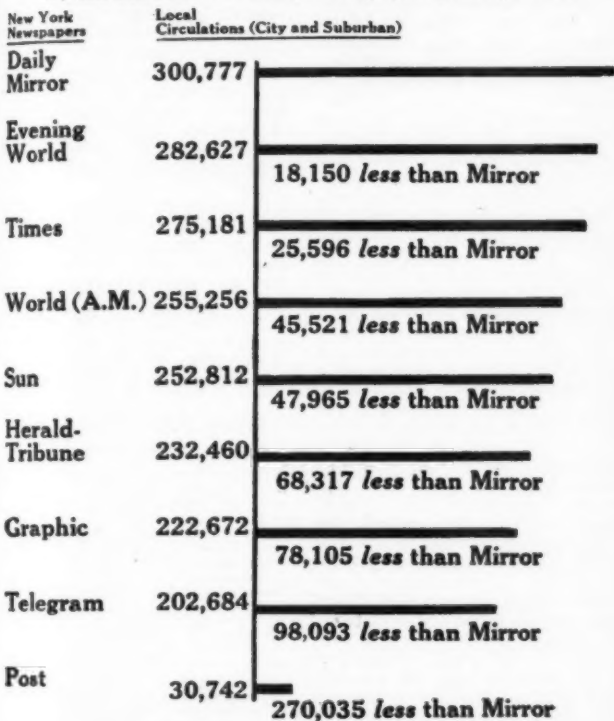
The Moss-Chase Company, Inc., Buffalo advertising agency, is now directing the advertising account of the Walker Dishwasher Corporation, Syracuse.

Flat Air Mail Rate in February

On February 1, 1927, a new air mail postage rate of 10 cents per half an ounce, will go into effect. This rate will carry mail to any part of the country.

Here's the set-up on local circulation

Latest publishers' statements to A B C showed the Daily Mirror has more local circulation than any of the other N. Y. daily newspapers, except two.



DAILY MIRROR

A picture newspaper for ALL THE FAMILY
2 1/2 years old — circulation now over

4 0 0 , 0 0 0

This Bill Would Protect Our Foreign Field Service

*Washington Bureau
of PRINTERS' INK*

LAST year, the total expense of maintaining the foreign service of the Department of Commerce was \$1,120,665. With this investment, the foreign service is definitely known to have secured for American exporters business valued at more than \$33,000,000. Undoubtedly, there were other millions which could not be accurately accounted for.

Those figures represent quite an achievement and yet the service has been without legislative status and permanent form. Its only legal basis has been established by individual appropriation acts. Although the service has been maintained under these circumstances for twenty-five years, it can readily be seen that by withholding appropriations the foreign field staff could be practically wiped out overnight.

A bill now before Congress is intended to place the service on a more permanent and stable basis. This is H.R. 3858, known as the Hoch bill. In the language of the bill, its purpose is "to establish in the Bureau of Foreign and Domestic Commerce a Foreign Commerce Service of the United States." The bill passed the House by a substantial majority on April 13, was reported without amendment by the Senate Commerce Committee two weeks later and since then has had a place on the Senate calendar. It was supposed to come up for consideration in the Senate in June, but was held over at the request of a Senator. The bill does not contemplate any new duties to be performed by the service, nor does it call for additional appropriations. However, it does equalize expenditure. Hereafter, salaries and expenditures have been unlimited within appropriations, but the bill provides that they shall be fixed and definite.

Of course, it is possible that the bill may come up at any time in the Senate under a unanimous

consent agreement, and it is probable that it will be voted on in the near future in its regular order. However, there is no doubt that if it is to be passed, it will have to receive the support of American business.

That the representative business men of the country want the bill passed and desire that every safeguard be placed about the foreign service so that it can continue to function and develop without political interference is indicated by the fact that while the bill was before the House, thirty-four national trade associations, with a total membership of 1,454,507, endorsed the measure. The influence of these associations had much to do, unquestionably, with the successful passage of the bill by the House.

Evidently, the associations and others who are interested in the measure thought that their work was done; but it is now evident that the same and additional influence must be brought to bear to convince the Senate that the passage of the bill is considered of genuine importance by the business men of the country.

Zonite Takes Over Larvex Management

The management of the Zonite Products Company, New York, has taken over the management of the Larvex Corporation, Brooklyn, N. Y. Ellery W. Mann, president of the Zonite company, becomes president of the Larvex Corporation; John H. Wright, vice-president; Lyle A. Hall, treasurer, and Raymond J. Daly, secretary.

Arthur R. Anderson Returns to New York

Arthur R. Anderson, formerly Eastern advertising manager of the *Literary Digest* and, for the last two years in the real estate business at Miami Beach, Fla., is now associated with Milton L'Ecluse in the real estate business at New York.

Toronto Agency Appointed

The Copper & Braas Research Association, New York and Toronto, has appointed the William Findlay Company, Ltd., Toronto advertising agency, to direct its Canadian advertising account. Newspapers, magazines and business papers will be used.



The Washington, D. C. Star

Is read in over 84% of the homes at
The National Capital

A recent census of the newspaper reading habits of a cross-section of the entire city discloses that The Evening Star is read in over 84% of Washington homes. It further discloses that The Star is read in over 90% of the higher class of homes and in several of the 56 blocks visited it is read in 100% of the homes.

THE DAILY NEWSPAPER SITUATION

1668 Homes Visited on 56 Blocks

The Evening Star was read in 1402 homes.....	84.15%
The 2nd Newspaper " " " 554 "	33.21%
The 3rd Newspaper " " " 543 "	32.55%
The 4th Newspaper " " " 416 "	24.94%
The 5th Newspaper " " " 409 "	24.52%

THE SUNDAY NEWSPAPER SITUATION

The Sunday Star was read in 1280 homes.....	76.74%
The 2nd Newspaper " " " 508 "	30.45%
The 3rd Newspaper " " " 252 "	15.10%

The full detail of this newspaper reading census is available at the office of The Evening Star to any one interested.

The Evening Star.

WITH SUNDAY MORNING EDITION

Member of The Associated Press

WASHINGTON, D. C.

Eastern Representative

Dan A. Carroll

110 East 42nd Street

New York, N. Y.

Western Representative

J. E. Lutz

1110 Tower Building

Chicago, Ill.



... to fiance only ...

"Should I Let Him Kiss Me Goodnight?"

Perplexed damsels, pen-biting, soul-searching, ponder the vexed question—to pet or not to pet. Desperate, they address the Advice to the Lovelorn Column of their favorite newspaper. Always they are told that the "comme il faut mädchen" surrenders her lips to fiance only.

... ..

No Agony Column

TIME has no quarrel with the Agony Column—certainly it contributes much to the gayety of nations. Nevertheless, there are no heart-advice departments in TIME. Neither are there comic strips, Blue Ribbon fiction, household hints, lives of deceased cinema luminaries, or editorials. Hard enough to find space for the significant affairs of the world without

including a multitude of features dedicated to Mr. and Mrs. Moron and the Little Morons.

Smart Boys, Bright Girls

TIME restricts its appeal to the mentally mature and bars that which attracts the child mind. And the fact that TIME's more than 130,000 subscribers serve to raise the U. S. mental average makes TIME a fertile field for the advertiser. For advertising is essentially teaching — educating the public to an appreciation of the new and the better. Obviously, the efforts of any teacher are more successful when he has a class of smart boys and bright girls.

Eye-Brains

A group of intelligent, alert, modern-minded, well-to-do* men and women — such is the TIME reader-body. In many another magazine will your advertisement be seen by more eyes — in few, however, will it reach more brains.

*Of 3,100 TIME readers answering a questionnaire, 83.6 per cent had motor cars in the plus \$1,000 class.

TIME

To Press Tuesday / THE WEEKLY NEWSMAGAZINE / To Readers Friday
Advertising Manager, Robert L. Johnson, 25 W. 45th St., New York City

Saying It with Flowers

The best bouquet a public can offer a magazine is a growth in circulation. TIME, with 9,000 circulation in 1923 and more than 130,000 today, kept folks saying it with flowers for four years. And the volume increases monthly.

K N O W N M E R I T



DEEMS
TAYLOR
Music



When You Try to Get Chummy with the Prospect

If You Want Your Letter to Sell, Don't Allow It to Take Too Much for Granted

By D. M. Hubbard

THE vice-president of a Chicago trust and safe deposit company came down to his office one morning. As usual, one of the first things he did was to open his mail. The letter on top of the pile was from a bonding company.

"How does it happen that you have never read an insurance policy through to the end?" That was the zippy first sentence. It proved to be the last one, too, so far as delivering any sales message was concerned.

One of the duties of this official is to examine insurance policies and to know, not in a general way, but definitely what is in them. Talking insurance with him is like talking oil in Tulsa or tires in Akron. In taking it for granted that he had never read an insurance policy through to the end, fine print and all, this advertiser squelched himself more effectively than the prospect himself could possibly have done it. The advertiser was too ingenious. He had presumed to get chummy and on entirely the wrong basis. Who needs to be told what happened to the letter?

Among the writers of sales letters there appears to be a rather strong tendency nowadays to take things for granted. No one mourns the passing of the cold and formal letter which had no more warmth or color than an icicle. If it said something, it usually lacked imagination in the manner of saying it. When there was a sales story present, there was no appeal or zest in its presentation. Other days, other ways. A swing of the pendulum has brought with it the sales letter saturated with appeal, with human interest so-called and often with a misplaced chumminess that is not always welcome.

An advertising man who was a sincere craftsman once said, "Talk in your letters as you feel, but be sure you feel right." As rules go, that ought to be useful, and especially so at the present time when the tide of chummy sales letters seems to be rising.

The average prospect responds automatically and inevitably to the letter which talks his language, giving off a friendly warmth and a genuine atmosphere of understanding. Decent interest in the prospect and his problem, when it is known, prompts decent response from him. When, on the other hand, the letter is a bit too knowing; when its chumminess is palpably a trick; when it amounts to patronizing the prospect, then nothing is going to keep it from becoming a boomerang.

FLATTERY FAILS

Not long ago a clothing house sent me a letter telling me that I exercised good judgment when I bought at their store. It tried hard to draw up a comfortable chair by the fireplace and talk personally to me, but the advertising machinery down under the surface rumbled a bit too loud. It called me by name and the fill-in was a good match. "You," the letter began, "are one of a very definite group of men to whom fine merchandise is, always has been and always will be, a matter of course."

"Thanks. I hope you are right about that," I could not help feeling.

"This group comprises those individuals in every community who, because of their innate sense of fitness and values and their own achievements, command a position of dominance and leadership," I read on.

Then I knew I was being kidded.

Or at least I felt suspicious of someone. My dominance and leadership! That was laying it on a bit thick. You see, I had never bought anything of this particular company. I had never been in the store. I knew no one in its employ. All this talk, then, of my innate sense of fitness, values and my own achievements was nothing more than the side dish so popular when served with roast pork.

This particular letter didn't offend by assuming to be too chummy on short acquaintance. It antagonized me by taking too much for granted—assuming that I, childlike, would be moved by such ridiculous flattery.

There are advertisers who assume that all apartment dwellers are pining for nothing so much as the ownership of a windswept quarter-acre somewhere out in the great open spaces. It may be news to some of the real estate people, but that actually is not the case. Apartment life has its compensations. Likewise some of the insurance companies figure every apartment dweller to be a prospect for automobile insurance. In an envelope marked "Personal" one of them sends a letter that says, "You carry Automobile Liability Insurance. If your car knocks someone down, or hits another car, the insurance adjuster will take care of the claims for the 'other fellow.' But suppose you are hurt in an automobile accident?"

All that was wrong with this was that the recipient did not own a car, naturally did not carry automobile insurance and was not interested in it.

Tangible returns are not slow in coming back when an advertiser can leap over the barriers between him and the prospect by means of a letter so living that it makes the prospect glow with a friendly feeling. Such letters don't parade a desire for chumminess when there is no real basis for that feeling. At least the writer of them doesn't let them appear to be too familiar. After all, it's possible to be dignified and human at the same time. Here is how one advertiser does it. "Dear Mr. Jones," he says, filling

in the name. "All of us earn money. All of us would like to make money, Mr. Jones." Then in a few terse paragraphs he explains his plan. He closes by saying, "Our clientele includes discriminating real estate operators as well as substantial business and professional men who *earn* money in their businesses and professions and *make* money in their real estate investments through this responsible organization. May we not anticipate equally pleasant and profitable relationships with you, Mr. Jones?"

That the writer makes a strong personal appeal can't be denied. More than that, he does it without slapping the prospect on the back, flattering him or assuming a cocksure attitude. His letter rises above the formal, stiff-as-a-ramrod class. It is friendly, but on meeting the prospect for the first time it doesn't thrust out its hand exclaiming, "My pal!"

When the Studebaker Corporation brought out a car that it named The President it immediately sought to interest presidents and executives of business organizations in the new model. The letters that went out necessarily had to be dignified and businesslike. In addition, they had to be friendly and somehow a bit more personal and subtle than the usual piece of automobile direct-mail in order to exploit the "President" idea. The company used the stationery of A. R. Erskine, president of Studebaker, for these letters. Mr. Erskine's name was signed to each and the recipient's name carefully filled in. Here are a few paragraphs of one letter:

Dear Mr. Frost:

Whenever you produce something new in your business, I know you are anxious to find out what other business leaders think of your accomplishment.

I am in that position now.

We have produced a car that is different. It has been designed expressly for executives like yourself—and christened "The President" in their honor.

Only recently the W. A. Sheaffer Pen Company began to promote the sale of a desk set of pens to business men by letters. The company named this set the

"Executive." Its sales letter method is somewhat reminiscent of Studebaker in that all letters come from the office of the president, W. A. Sheaffer, and bear his written signature. Three short paragraphs, closing ones, show how the Sheaffer people inject a personal touch into this campaign without making it sticky:

We want you to try the new Executive at our expense. No salesman will call to render a long selling talk. You will not be bothered in any way. We want your opinion about the "Executive." Several prominent Chicagoans have said "it's the greatest thing yet for the office." If you agree with them after using it a few days, we both benefit—if not, neither of us loses.

Your Okay on the enclosed card will bring you the set for a trial. No obligation on your part—no salesman will call. You are the judge.

I'll take a personal interest in seeing that you are entirely satisfied. The attached card is marked for my personal attention.

Some months ago the postman brought in a letter from a California town. It was obviously processed and without salutation, although it was signed in long-hand. More than any sales letter I can recall, it radiated a warmth of sincere friendliness without presuming in any way to become unduly familiar. It is a long letter but worth quoting in full.

Being a rancher's wife, I have things to do besides managing my own "business." Just now I am helping Mr. Edwards market the prune crop "direct by mail."

This small sample of our French Prunes we call "Everyday" prunes; they are so easy to prepare uncooked. Children and grownups alike eat them at all times like apples. At this time of year they are better for everyone. Spring is tonic time and good prunes the cheapest and most wholesome natural tonic.

Our Oak Flat Prunes are tree ripened. They are not irrigated or forced at the expense of quality, for this is one of the few places in California where prunes are raised naturally. That is why the pits are so small, the meats so sweet without fiber and the skin so tender.

I wish you could see one of those nice prune boxes we have ready to send you. I told Mr. Edwards every woman appreciates a well made clean box, so he got genuine California Sugar Pine, planed smooth and bright outside and inside. The carpenter used small head finished nails and put plain brass hinges on the covers. The boxes are really the handiest of kitchen Chests. You can

paint and use one for years—refilled, for trip lunches, toys, etc.

When you try using naturally grown and dried prunes I know you will enjoy their fine flavor and will not tire of them. There are several advantages—fewer doctor bills, extra quality and fair price, and you help us growers besides.

Another crop will not be ready until the end of the year. These prunes will keep longer than that; if not we guarantee to replace them free. But they will keep and you will use them up if you get to making the most delicious pie of all—Oak Flat Prune Pie by my recipe.

I will send with your chest of prunes a dozen of my favorite use recipes—Oak Flat Prune Pie, Oak Flat Prunes Baked, prune whip, stuffed prunes, prune bran bread, "Everyday" prunes, etc.

The damage done by a single sales letter that takes too much for granted or confuses sentiment with sentimentality cannot be repaired quickly. The trust company executive who received the letter asking why he had never read an insurance policy through to the end is still talking about this horrible example, although the incident took place several months ago. He has described the blunder to hundreds of people, and I don't think he leaves the impression of being unfair in his criticism. A prospect doesn't have to possess an ingrowing disposition to resent being slapped on the back, talked down to or being called by his given name by someone whom he has just met. Most of us have a trace of pride somewhere in our makeups. Who can the advertiser blame, then, when he invites himself into our homes or offices, patronizes us or adopts the tone of an old friend, if his reception is curt?

The writing of letters that sell calls for artistry and sincere craftsmanship. It calls today for more of the skill that silences the rumble of advertising mechanism in the letter and accomplishes the difficult feat of putting the prospect in a chummy mood without appearing to get chummy. Cocksureness, the taking for granted of conditions that don't exist and familiarity for which there is no basis in fact do not help letters sell. Nor will they so long as the prospect clings tenaciously to his supreme right to say "Yes" or "No."

Much Interest in Confectionery Advertising

REINCKE-ELLIS COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

If you have any list of articles which appeared in your publication in recent years on five and ten cent candy bars, such as Oh Henry's, Baby Ruth, Tango, etc., or on the merchandising of marshmallows, we should be very glad to know what this list is and also whether we can obtain from you copies of articles in question.

REINCKE-ELLIS COMPANY,
C. C. STEVENS.

THE McCALL COMPANY
NEW YORK

Editor of PRINTERS' INK:

Will you be good enough to send me a list of the articles which have appeared in PRINTERS' INK on the subject of chewing gum?

THE McCALL COMPANY,
WALTER L. BIERY.

CONSIDERABLE interest seems to have been aroused of late in the advertising and selling of confectionery products. Probably we shall soon see several new products launched on the market with much advertising behind them.

To these two inquiries and to others that have come in on the same subject we have replied with a five-page list of articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY in recent years on the advertising, selling and merchandising of confectionery products.

A study of these articles reveals several marked developments in the confectionery field. There have been improvements in the packaging of candies. Even the staid and conservative Hershey Chocolate Company has made package changes. There has been a marked endeavor on the part of confectionery advertisers to find new markets and to appeal to new markets in their advertising. The Campfire Company has made real progress in moving its packages into the kitchen of the household, by advertising recipes for dishes in which marshmallows have a place. The Williamson Candy Company has talked about the candy bar as a dessert. The United Candy

Stores have been advertising candy as a food.

Candy makers have been alert to the fact that new outlets have sprung up in the wayside stands that dot main automobile roads. They are cultivating those outlets.

On chewing gum itself there is not much to be said that is new in the way of selling, merchandising or advertising developments. Probably no other type of product has as many retail distributors in this country as chewing gum. American chewing gum manufacturers seem to be satisfied with their efforts in this country and are paying considerable attention to foreign markets.

Mr. Wrigley apparently has a desire to have the wrappers for his chewing gum printed in every language known to man. And from all appearances he will probably succeed. It would seem that we may with considerable confidence look to the time when chewing gum will be an export running into real volume.—[Ed. PRINTERS' INK.]

New Advertiser Appoints Jay H. Maish

The General Excavator Company, Marion, Ohio, recently organized to begin the manufacture of a half-yard combination shovel, dragline, and crane on January 1, 1927, has appointed The Jay H. Maish Company, Marion, Ohio, advertising agency, to direct its advertising account. Business-paper and direct-mail advertising will be used.

H. B. Hankinson Advanced by Star Rubber Company

H. B. Hankinson, of The Star Rubber Company, Inc., Akron, Ohio, has been made general sales manager, succeeding D. A. Grubb, resigned. Mr. Hankinson was formerly with the India Tire & Rubber Company, also of Akron.

Becomes Minier & Fine

The name of the Trademark-Patent-Copyright Bureau, Inc., on January 1, 1927, will be changed to Minier & Fine with offices at Washington, Chicago, San Francisco and Los Angeles. The change is one of name only.

Toledo Agency Adds to Staff

George Wilcox has again joined The Miller Agency Company, Toledo, of which he was formerly associated.

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LEADERSHIP



310,000 copies
net paid sale, weekdays in this area.

The New York Times weekday circulation in New York City and the 50-mile trading zone exceeds the total circulation of any other New York morning newspaper of standard size.

First in quantity of circulation—first in quality—first in intelligence of its readers—first in buying power of its readers—first in volume of advertising—first in trustworthy character of advertising.

The Times weekday editions are the most powerful influence upon New York's buying power on the business days of the week.

The Times circulation is now at the highest point in its history—370,000 copies daily, 650,000 Sunday. The Times is not returnable.

The New York Times

Have you a copy of the "Study of The New York Market"? A statistical analysis of population and retail outlets in New York City and 300 suburban towns. Sent free, upon request to the Advertising Department.

What Do You Know

THE Pennsylvania Railroad led all railroad systems for 1925 with 140,184,622 passengers. This was a daily average of 384,000. The Surface, Subway and Elevated cars of Philadelphia carry six times as many passengers every day.

The New York, New Haven & Hartford Railroad ranked third with 70,169,940 passengers for 1925. The Surface, Subway and Elevated cars of Greater Boston carry more passengers every month.

The New York Central Railroad ranked fourth with 69,169,940 passengers for the year or a daily average of 190,000 passengers. The Street Cars of Buffalo average 450,000 passengers daily.

The Illinois Central Railroad ranked sixth with 34,490,871 passengers for 1925. The Surface Cars of Chicago carry more passengers every nine days.

The Baltimore & Ohio Railroad ranked twelfth for 1925 with 14,745,684 passengers. The Street Cars of Baltimore carry more passengers every 20 days.

The Southern Pacific Railroad, ranking fourteenth, carried 14,409,391 passengers during 1925. The Street Cars of Los Angeles carried thirty times more—a total of 427,194,175 passengers for the year.

The Sante Fe (A. T. & S. F.) ranking twentieth, carried 6,731,275 passengers or an average of less than 20,000 daily. The Street Cars of Kansas City have twenty-five times more passengers every day.

at Passenger Traffic?

The Great Northern Railroad ranked thirtieth with 3,642,749 passengers for 1925. The Street Cars of Portland, Oregon, carry more passengers every two weeks.

The 30 leading railroads of the United States carried 730,455,347 passengers during 1925. The Subway, Elevated and Surface cars of New York City carried 2,865,556,974 passengers during 1925, which exceeded the combined traffic of the 30 largest railroad systems by more than 2,000,000,000 passengers.

Street Car advertising has many good points besides its tremendous circulation. Have you ever thought of the following?

If people sit down with you for ten, twenty or thirty minutes, you have many more chances to attract and hold their attention and to arouse their interest than if you try to talk to them as they rush past you. Street Car advertising most closely parallels the personal sales interview because the people ride with the car cards for ten, twenty or thirty minutes at a time.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



Business to the Background
Fellowship to the Forefront
Mingling of Minds
in one common thought—

GOOD WILL
AND
GOOD WISHES

ISAAC GOLDMANN
COMPANY

Established 1876

80 LAFAYETTE ST.

NEW YORK CITY

North 9430

"Printing of Every Description"





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Adapting the Spot Stocks Idea to Mail-Order

Montgomery Ward Establishes Chain of Twenty Warehouses As Step Toward Lower Freight Costs and Better Service

FOR the last few months, Montgomery Ward & Company have been shipping furnaces to buyers from warehouses scattered across the country instead of shipping them, as in former years, from Chicago headquarters or one of the company's branch houses. This new plan offers customers two distinct advantages.

It results in quicker and better service. Besides this it lowers the freight cost several dollars in most cases and in some cases as much as \$20.

Mail-order customers were quick to take advantage of the new situation and the fall season just closing has been one of the most successful in furnace sales that Montgomery Ward has ever experienced.

Now the idea of establishing spot stocks of merchandise at key points as an economy and service measure is spreading out. Montgomery Ward & Company have opened twenty warehouses to handle heavy merchandise such as farm implements, refrigerators, gas engines, furnaces and stoves on which freight charges amount to an important part of the cost. These are located at Spokane; Portland, Oreg.; Los Angeles; Denver; Fargo, N. D.; St. Paul; Omaha; Kansas City; Fort Worth; Chicago; Aurora, Ill.; Evansville, Ind.; Memphis; New Orleans; Detroit; Columbus, Ohio; Atlanta; Baltimore and Albany, N. Y.

What Montgomery Ward is doing is, in a way, the same thing that many national advertisers did a few years ago when the first effects of hand-to-mouth buying began to make themselves felt. The unwillingness of dealers and distributors to anticipate their future demand for merchandise led manufacturers to create warehouse stocks at strategic points. From these, dealers could obtain quick deliveries and get along with wide

but thin stocks on the floors of their retail establishments. Costs of maintaining these warehouse stocks were offset by the greater convenience offered to dealer and consumer and by the added volume of sales that this element of convenience produced.

Translated into mail-order practice, the spot-stock idea means that Montgomery Ward is carrying cream separators, gas engines, farm implements, fencing, furniture, heating plants, pianos, plumbing supplies, stoves and washing machines at twenty important distributing centers. Most of this merchandise is manufactured in the East, the South and the Central States. It is shipped from the manufacturer's plant to the warehouse in carload lots at minimum freight rates which are figured in the catalog price. The customer's order is shipped out to him at l. c. l. rates which he pays, plus the catalog price.

With a few exceptions, almost any customer in the United States that Montgomery Ward serves is within 300 miles of one of the twenty warehousing points. Obviously the customer will have his order filled more promptly under the new plan. Besides this, his freight will be enough less to give him a worth-while saving. Formerly the customer paid the full freight from the manufacturing plant to his town. On a piece of heavy merchandise, it amounted at the l. c. l. rate to a substantial part of the cost of the merchandise itself.

CONTRIBUTING FACTORS

In figuring up the cost that the consumer pays for any item that he buys, many contributing factors must be weighed. Raw materials, manufacturing processes and selling costs are only a few of these. Someone must always pay transportation costs and ulti-

mately the consumer is that someone. If he pays the high rate for a long distance that cost may hinder sales. When the buyer needs to pay the high rate for only a short haul and a minimum rate for the greater part of the journey that the merchandise must travel, he has gained a real economy. It is precisely this economy that the Montgomery Ward warehousing system is designed to create, in addition to the advantages of quicker deliveries.

"In keeping with Montgomery Ward & Company's policy to give customers the benefit of every possible opportunity to save money," says G. E. Crandell, vice-president of the company, "we shall extend the new warehouse system to cover all sections of the country. We are going ahead progressively and independently just as we have for fifty-five years. So far the experiment has proved very successful with furnaces. There is practically no style element in the merchandise we are warehousing. None of it is perishable. On the basis of data that we have gathered over many years we can forecast within 10 per cent what sales in almost any item will be in any territory we serve for a given period. That will permit us to keep down the expense of maintaining warehouse stocks. Furthermore the economy and savings of this innovation in mail-order merchandising will, we expect, produce an added volume of business that will reduce the costs of operating a warehouse."

Asked by PRINTERS' INK if sales would be made for cash at the warehouses, Mr. Crandell replied that in each warehouse a small retail store would be operated. These will sell automobile tubes, tires and accessories as well as radio goods and service supplies, practically the same items that are now sold over the counter in the company's merchandise exhibits at Marysville, Kans.; Plymouth, Ind., and Little Falls, Minn. In passing, it may be observed that additional exhibits at Monroe, Wis. and Woodstock, Ill., will be opened soon. Locations for several others are

being picked and by this time next year Montgomery Ward will have fifty or sixty of these displays where catalog merchandise is exhibited and in some cases sold over the counter.

All of these developments—the exhibits, the traveling displays described some weeks ago in PRINTERS' INK and the warehouse stocks of heavy merchandise scattered across the country—are part of a gradually unfolding plan for the more intensive distribution of the thousands of items that the company sells. It is a plan that merits the attention of merchandisers in all lines, indicating, as it does, that the biggest distributors today are aiming all the time at still further expansion, that they are experimenting constantly with new methods to steal a lap on competition by reducing selling expense or stepping up their service and that they are eager to borrow or adapt methods that others have proved economically sound wherever they can be found.

J. J. Devine Becomes President of Devine-MacQuoid

James J. Devine has purchased the interest of Robert MacQuoid in The Devine-MacQuoid Company, publishers' representative, and succeeds Mr. MacQuoid, who has resigned, as president.

William O. Haggren, formerly with the Benjamin & Kentnor Company, has joined the Chicago staff of the Devine-MacQuoid organization. Charles H. Griffin has been added to the New York office.

Business-Paper Campaign Planned for 1927

The Southwestern Engineering Corporation, Los Angeles, manufacturer of power plant equipment, has placed its advertising account with Smith & Ferris, advertising agency of that city. The 1927 campaign will include the use of business papers in the petroleum, mining and chemical field.

Investment Account for A. R. Johnson

The Russell Plan Trust, Chicago, a realty-investment organization, has appointed The A. R. Johnson Organization, advertising, of that city, as advertising counsel.

CINCINNATI AUTOMOBILE SHOW

The annual Cincinnati Automobile Show will be held from January 15th to 22nd.

On Sunday, January 16th (the Show opens on this day), The Enquirer will publish its Automobile Show Edition.

The Enquirer Show Edition is always one of the big show issues of the country. Copy for this edition can not be accepted later than January 13th.

In eleven months of 1926 The Enquirer carried 954,436 lines of passenger car advertising—more than double the amount carried by the second paper.

For many years The Enquirer has published more than twice as much passenger car advertising as the next leading paper, and more than all the other Cincinnati papers combined.

PAUL BLOCK, Incorporated

New York Chicago Boston
Detroit Philadelphia

THE CINCINNATI ENQUIRER

Goes to the home, stays in the home

Personal Experience with the Trade is the Conclusive Way to Appraise Newspaper Advertising

If national Newspaper advertising is *not* the strongest *sales* medium, you don't need to consider it

—but, if national Newspaper advertising *IS* the strongest sales medium, competition will eventually secure your recognition.

Meanwhile, why not do a little traveling, a little field work? Get acquainted with the trade—whole-sale and retail.

They *know* that practically everybody in their territory reads the local Newspapers every day, every week, every month, year after year.

They *know* that practically everybody does *not* read magazines.

They *know* that the medium reaching the largest number of their customers just naturally sells the most goods.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

How to Compensate Advertising Agency Salesmen

Why the Old Idea of 5 Per Cent on Total Billing Is Disappearing

M. E. HARLAN, ADVERTISING
SAN FRANCISCO

Editor of PRINTERS' INK:

Can you supply us with any information regarding the compensation paid to solicitors for agencies? Is it the custom to pay a straight salary, or commission, or a combination?

M. E. HARLAN, ADVERTISING
S. T. FARQUHAR.

IT was once a fairly general practice for an advertising agency to pay a solicitor 5 per cent of the total billing on each account he brought in. As agents began to build organizations and to install cost-finding records, that practice began to disappear. We do not mean to imply that it has entirely disappeared. The 5 per cent idea still persists with considerable vigor, but experience and cost-finding records are showing that the idea is not sound.

In the first place, if an agency desires to build a lasting organization the accounts it obtains must be "its accounts" and not a "salesman's accounts." No agency would recommend to a manufacturer the idea of getting business through a plan calling for the hiring of salesmen who carry certain business in their vest pockets. No, the agency would generally recommend an advertising campaign to be followed up by a real sales organization. The same plan should be good medicine for an agency. It may not build immediate success, but it will, if properly carried out, build enduring success.

This whole question of agency solicitation was discussed in a report made before the recent annual meeting of the American Association of Advertising Agencies by S. W. Page, head of the new-business department of the George Batten Company. Mr. Page contrasted the difference between these two methods of building an agency: Building through accounts brought in by salesmen and accounts obtained by the organization.

In his reference to the salesman

system, Mr. Page said to his audience of agency men:

"Let me illustrate this point without going into too great detail. You will agree, I feel, that the hand of the salesman and his point of view can usually be blamed for the acquisition of most of those accounts that come into your office, stay a while and leave. And when they go, everybody wonders why they were ever taken in at all. Isn't it true that the post-mortems reveal the very human desire to sell and land a new account has only resulted in an unfortunate connection that has left red figures as a painful reminder of this human weakness? One of the first lessons to be learned, then, is when not to sell to your own undoing. As someone has said: 'It is better to build a fence at the top of the cliff than a hospital at the bottom'."

Before he made these particular remarks, Mr. Page outlined the plan which sells the agency as a whole. That plan calls for the creation of a "New Business Department" which is charged with the job of securing accounts. We quote his remarks, in part, for the purpose of giving a picture of that system as it is working out in one agency:

"A new-business department must be built on a new-business policy. And it must be a sound policy for new business, just as sound as a financial policy, a personnel policy or a service policy. While I have in mind chiefly the needs of the large departmentalized agency, the same principle can be applied to some extent to even the smallest of agencies. For a proper new business policy means simply an agreement by the agency heads on the type of accounts they can best serve, what the agency can offer these accounts, and what class of business is wanted and why.

"If a new business policy is to be worth formulating and worth the paper it is written on, it must

be believed in and followed—often to the point of what seems an immediate sacrifice. The responsibility for the carrying out of this policy must be in the hands of a major executive working directly with the agency head and working in close association with all department heads. He should possess a mixture of personal sales ability and managerial ability. Certainly this latter quality is the more important of the two for his value will be determined more by the work of the organization under his direction than by his personal results as a mere closer of business. Unfortunately, few star salesmen have any of the qualities of a good executive. To illustrate, if you will pardon the personal reference, the writer is in charge of the business promotion department of George Batten Company. I report directly to Mr. Johns and work closely with our service heads and executives in clearing all new business matters. Further, I am supposed to direct all negotiations with prospects or advertisers that we would like to make prospects and appoint the personnel to follow through. I can command the help of our personnel from the president down, as occasion may require. Barring an associate who is an understudy, there is no sales staff.

"Each year since we have had this plan in operation we have secured more and better accounts at a lower cost. In 1925 our expense for new business promotion—including all chargeable time of the other members of the organization upon whom we called—was about one-third what it was four years ago when we operated under the old plan, or, in fact, without a plan; new business being anybody's and everybody's job. The showing this year will be even better."

FIVE PER CENT TOO HIGH

Aside from this matter of the advantages and disadvantages of these two methods of securing new business, there is still to be considered the matter of the cost of getting new accounts by way of paying salesmen 5 per cent of the total billing. Cost-finding records

are showing that today such a percentage is too high.

John Benson, president of Benson & Gamble, recently made a study of advertising agency operating costs for the American Association of Advertising Agencies. A report on that study was given in full in **PRINTERS' INK** of October 28.

Mr. Benson took the figures on the gross income of twenty-eight advertising agencies and showed in percentages just where that gross income was going. The gross income of those twenty-eight agencies, by the way, was not 15 per cent of their billings, but 14.29 per cent. It is always assumed, in discussion of agency income that it obtains 15 per cent gross on its billings. The fact that a number of publications do not pay more than 10 per cent is lost sight of when it is said that an agency gets 15 per cent on its billings. This figure of 14.29 per cent, Mr. Benson's report showed, was distributed in the following manner:

8.28 per cent was spent in serving clients.

4.03 per cent was spent in non-productive overhead.

1.98 per cent was net profit.

With such figures in mind, where, we ask, will an agency find itself if it follows a policy of allowing a salesman 5 per cent of the total billing on the account?

As facts on this subject, such as have been set forth here, have become known and understood by agents, they have dropped the idea of offering a salesman 5 per cent on the billing he brings in. The growing practice is to compensate salesmen on a salary basis in a manner that makes them a vital and constructive part of the organization.—[Ed. **PRINTERS' INK**.

G. W. Danielson on Committee on State Advertising

George W. Danielson, president of Danielson & Son, Providence, R. I., advertising agency, has been chosen to represent the Town Criers Club of Rhode Island, of that city, on the advertising committee of the Rhode Island Business Conference. The conference was recently organized to take action on an advertising campaign for the State.

Industry Honors James H. McGraw

Its Representatives Gather to Celebrate His Forty-One Years of Service and His Sixty-Sixth Birthday

IN the spirit and the fulness of its tribute, the testimonial tendered to James H. McGraw, president of the McGraw-Hill Publishing Company, last week, was an event that fittingly celebrated his forty-one years of service as a publisher of business publica-



JAMES H. MCGRAW

tions. For this occasion, more than 1,000 representatives of industrial, engineering and other business interests gathered at the Hotel Astor, New York, on December 17.

The felicitations showered on the guest of honor had a double purpose, for the event also marked his sixty-sixth birthday.

Thomas A. Edison, as honorary chairman, headed a distinguished list of those who sponsored the testimonial. Among others, there were Secretary of Commerce Herbert Hoover; General Guy E. Tripp, chairman of the board, Westinghouse Electric and Manufacturing Company; Gerard Swope, president, General Electric Company, and Owen D. Young, chairman of the board, General Electric Company. Newspaper publishers were represented by Adolph S. Ochs, of the *New York Times*; William T. Dewart, of the *New York Sun and Telegram*, and Herbert F. Gunnison, of the *Brooklyn Daily Eagle*.

There were also Bruce Barton, Barron G. Collier, E. T. Meredith, A. C. Pearson, A. W. Shaw and Col. Ed. A. Simmons.

This splendid recognition of Mr. McGraw's achievements with industrial publications, brought a signal honor to publishing and advertising. Leaders in many fields voiced their appreciation of the assistance furnished by his organi-

zation's many publishing activities.

An insight into the personal esteem in which Mr. McGraw is held by those who have come to know him intimately is contained in the remarks of General Tripp. Incidentally, in his observations there is also some sound advice to all who sell, whether it be space or merchandise. "This great gathering is here in testimony of its friendship for a man," General Tripp said. "It is that thought which inspires me to describe the type of man that I like, and a good way to begin is to tell about the kind of man that I don't like.

"This man is a certain type of 'go-getter,' who tears into your office like a Texas tornado and gets your right hand in a vise before you have time to get out of your chair. He then proceeds to fill the air with words at a rate that would leave radio transmission at the quarter post. If you manage to get a feeble suggestion half-way out, it is immediately crammed back down your throat and becomes a crippled idea forever. Now I could not become an intimate friend of that man because he would not give me time."

In contrast to this whirlwind type of salesman, one is impressed with the genial and considerate methods practiced by Mr. McGraw. General Tripp describes them: "When Mr. McGraw comes into my office, I shoo everybody else out, neglect my business and prepare to have a good time. Notwithstanding I know perfectly well that he is after something and that he is going to get it before he leaves.

"In his restful, quiet way, Mr. McGraw first states all your possible objections, intimating that you are quite right and that he is really surprised that he had not thought of them before he came in, although you may not have said a word.

"Then he proceeds to think over your objections aloud and then,

having made both your arguments and his own, he finds for the plaintiff and you agree with him.

"That is the kind of business man you can adopt as a friend."

General Tripp expressed the appreciation of the electric manufacturing industry for the helpful contributions which it has received from Mr. McGraw.

The electric railway industry was represented by Willits H. Sawyer, president of the American Electric Railway Association. During the years which this industry faced its most serious problems, he said, it had received co-operation of inestimable value from the McGraw-Hill organization and publications and from Mr. McGraw personally.

Charles L. Edgar, president of the Edison Electric Illuminating Company, also stressed the beneficial advantages of Mr. McGraw's efforts as particularly applied to the electrical industry.

Development in engineering and science in the United States was briefly sketched by Dean Dexter S. Kimball, of Cornell University, who spoke on behalf of the engineering profession. Mr. McGraw's part in disseminating information on this progress was praised.

These tributes were a summation of Mr. McGraw's efforts as viewed by the large audience of his readers. As an employer and co-worker, his work in meeting the needs of his readers was discussed by Edward J. Mehren, vice-president of the McGraw-Hill company.

John W. Lieb, vice-president and general manager of the New York Edison Company, who was chairman of the dinner, then called upon the honored guest as the final speaker. Mr. McGraw thanked his audience for the tribute paid to him, saying that those who honored him, both in his organization and in the industries which it served, shared honors with him.

Appoints Moss-Chase Agency

The Cling Surface Company, Buffalo, N. Y., has appointed The Moss-Chase Company, Inc., Buffalo advertising agency, to direct its advertising account, effective January 1, 1927. Class and business papers will be used.

"Great Lakes Contractor," New Publication

The first issue of the *Great Lakes Contractor* will appear January 5, 1927. It will be devoted to construction news reports in a territory which includes Illinois, Indiana, Ohio, Michigan and Wisconsin. A daily news service will also be issued under the title of "Advance Construction Reports."

The new publication will be published weekly at Chicago by the Peters Publishing Company of Illinois. A. I. Gilmour, formerly in charge of the Chicago office of the Affiliated Contractor Publications, will be general manager. William T. Reece, formerly with *The American Contractor*, Chicago, will be advertising manager. The new publication will be a member of the Affiliated Contractors Publications.

C. C. Codrington Heads Florida Dailies

Clayton C. Codrington, editor of the *De Land News*, was elected president of the Associated Dailies of Florida at their annual meeting held last week at Jacksonville. Herbert Felkel, of the *St. Augustine Record*, was made vice-president; John C. Lochner, editor and publisher of the *Clermont Florida Newspaper News*, secretary, and Frank Beddow, of the *Jacksonville Journal*, treasurer.

The next quarterly meeting of the association will be held at Fort Myers early in April in conjunction with the annual meeting of the South Florida Press Association and the Florida State Press Association.

Thomas Cusack Will Filed for Probate

The will of Thomas Cusack, formerly president of the advertising company bearing his name, and whose death was reported in a recent issue of *PRINTERS' INK*, was filed for probate last week at Chicago. The greater part of the estate of \$1,025,000 was left to his five children. There were two charitable bequests of \$50,000 each.

A. H. Deute to Join Barton, Durstine & Osborn

Arthur H. Deute, formerly general sales manager of The Borden Company, New York, is planning to leave shortly on a trip to South and Central America, and upon his return will be associated with Barton, Durstine & Osborn, Inc.

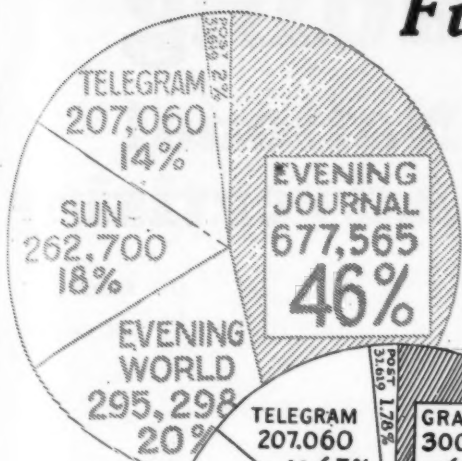
Joins Carroll Dean Murphy

Miss F. A. Neighbors, for more than five years with The F. R. Steel Company, Chicago advertising agency, has joined the space buying department of Carroll Dean Murphy, Inc., advertising agency of that city.

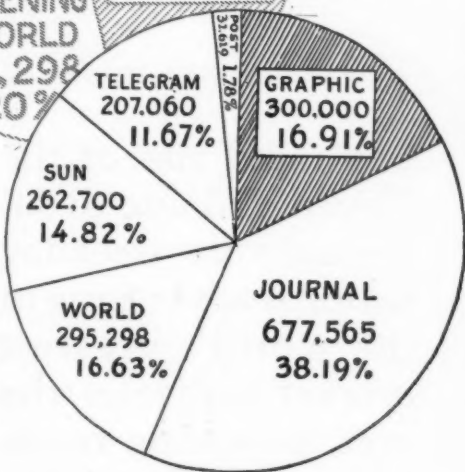
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Here Are the Correct Figures



These circulation (A. B. C.) figures were recently published by the New York Evening Journal, and perhaps through an oversight they omitted mention of the Graphic's present circulation.



These are the correct figures. The present circulation of the Graphic is given, and not the latest (A. B. C.) figure, which was 242,508. Since then the Graphic has added more than 75,000.

NEW YORK EVENING GRAPHIC

Member A. B. C.

Harry A. Ahern, Advertising Mgr.
25 City Hall Place, New York

Charles H. Shattuck, Western Mgr.
168 N. Michigan Ave., Chicago

Leading *in* **National** **Advertising**

*on weekdays
in the morning*

The rapid rise of the Herald Tribune to supremacy in weekday national advertising in the world's greatest market indicates the ever increasing recognition by advertisers of the remarkable responsiveness of Herald Tribune readers.

TO L
CHICAGO
Edward &
Michig

6 months out of 11—**FIRST**

In March, April, May, June, October and November, six out of eleven months of 1926, the New York Herald Tribune led all New York morning newspapers in national advertising published on weekdays.

In October — **FIRST**

In October the New York Herald Tribune's lead over the second morning newspaper in weekday national advertising was 7,454 lines.

In November—**FIRST**

In November the New York Herald Tribune's lead over the second morning newspaper in weekday national advertising increased to 27,217 lines.

3 times the **GAIN**

In November, 1926, the New York Herald Tribune gained 63,336 lines of national advertising over November, 1925. This was over three times the gain of any other morning newspaper, weekday and Sunday.

NEW YORK

Herald Tribune

TO LAST: THE TRUTH — NEWS EDITORIALS ADVERTISEMENTS

CHICAGO

Edward & Kelly
Michigan Ave.

DETROIT

Woodward & Kelly
Fine Arts Building

SAN FRANCISCO

Thomas Emory
618 Market Place

BOSTON

Carroll Judson Swan
933 Park Square Bldg.

And Now More Than Ever

The Logical Way to Advertise in Dallas

The Dallas Journal's circulation, by the last A. B. C. Publisher's Statement, is up nearly seven thousand a day.

Nearly six thousand of it city and suburban.

The Journal, always the first evening paper in point of A. B. C. circulation, sweeps steadily onward.

* * * *

The Dallas Morning News has also made substantial gains. Increases of course come more slowly to an old-established paper with a long-standing circulation leadership in its field.

Yet here they are. A thousand-odd daily and more than two thousand Sunday.

There is a growing trend of favor toward these two great papers, a trend that is reflected in circulation figures somewhat, but in power and influence and resultfulness a great deal more.

* * * *

Advertisers send only one order, one set of plates or copy, one cashier's smile-spreader when they buy space in both The News and The Journal.

It is simpler than buying two papers separately. Incidentally, it's less expensive.

Most advertisers nowadays, when they need more than one paper in Dallas, prefer to add The Journal.

The Dallas Morning News The Dallas Journal

An Optional Advertising Combination

Specialties Open the Advertising Door for a Staple Manufacturer

Not Content with Selling Wire by the Foot, the Buffalo Wire Works Company Is Offering It in the Form of Made-Up Products

MANY large business enterprises that would like to advertise, believe they cannot, except in an institutional style, because their products are staples—sold in bulk at so much a pound or so much a foot; commodities which have a more or less standard market value but are subject to price variation even as the price of butter and eggs varies.


Every advertising man has encountered this problem some time or other. Here is the way one manufacturer is overcoming it.

The Buffalo Wire Works Company, Inc., Buffalo, N. Y., has been making wire and wire products for more than a half century. Practically everything made from wire is included in the line. In fact, this is so close to the literal truth that a slogan used extensively by the company suggests this very idea.

But to say the line includes everything made from wire does not tell the story very definitely to the consumer and to tell it more exactly in small space is next to impossible, for the Buffalo line consists of hundreds of items. Just to list the general classifications such as fencing, wire cloth and so on would make a considerable list without attempting to go into the particular uses to which each class of products is applied. Manufacturers and big buyers, of course, receive the full story in the form of a general catalog, but this does not reach the individual con-

sumer whose need for some wire product, though urgent, may be infrequent—perhaps a bit of fence for the back-yard poultry run or a spark screen for the fireplace.

To increase the use of wire cloth the company began the manufacture of such articles as portable fencing, fire fenders, chimney



A "BUFFALO" Chimney Guard
will keep the birds out and
the live sparks in.

By equipping the chimney on your home with a "Buffalo" chimney guard you gain two-fold protection. It prevents birds from falling in. Often birds that drop in are unable to get out and, therefore, die in the chimney. This causes an unpleasant odor. The guard also serves to keep live sparks from escaping, thus making a log fire in your fireplace absolutely safe.

"Buffalo" Chimney Guards are made of either galvanized or bronze wire, fine or coarse mesh according to your individual requirements. Made to order on short notice. Call or write for complete information and prices.

Buffalo Wire Works Co., Inc.
(Formerly Scheeler's Sons, Est. 1869)
516 Yerrasse (Bldg. Ft. Genesee and Court Sts.)
Buffalo, N. Y.
Tel. Seneca 4420, Dept. 7-F

ONE OF THE LOCAL NEWSPAPER ADVERTISEMENTS WHICH
FEATURED JUST ONE SPECIALTY AT A TIME

guards, window guards, folding gates and other specialties in the making of which they had a big advantage because they had all the machinery and equipment necessary. It gave them a profitable added volume of business.

In the consumer advertising of the Buffalo Wire Works Company one specialty at a time was featured. The campaign began with a portable fence which was advertised in

publications going to professional breeders of dogs and in more general publications reaching people likely to have homes in the country where they can raise dogs or chickens as a hobby. The copy does not seek to sell the whole Buffalo line but simply one specialty, for instance, the portable fence. It tells of the quality and how easily the fence can be set up.

The local market is covered by newspaper advertising featuring such specialties as chimney guards, fire fenders, machinery guards, window guards and other products made from wire cloth. The purpose is twofold: First, to sell the products advertised from week to week, and, second, to suggest that all needs involving wire cloth can be supplied. For each product practical, common-sense selling points are found to appeal to the user.

The company has found that this campaign is accomplishing a twofold purpose; actually selling the specialty advertised and making the whole line better known.

Here is one way in which a manufacturer of a staple may advertise without resorting to a type of advertising which does not aim at direct sales. In other words, advertise in such a way that he gets his money back with profit from the goods the advertising actually sells instead of simply depending upon increased prestige for his return.

W. J. Callahan Joins New York "Telegram"

W. J. Callahan has joined the national advertising department of the New York *Telegram* as a member of the staff of Dan. A. Carroll, its national advertising representative. Mr. Callahan will handle national accounts in the New York territory. He has been associated with the advertising staff of the New York *Journal of Commerce*.

Minneapolis Direct Mail Services Consolidate

The Business Letter Company and Frey, Kenney & Company, direct-mail advertising, both of Minneapolis, have been merged as Frey, Welch & Company, which will be conducted under the direction of H. J. Frey and R. F. Welch.

"Make Advertising Your Ally," Merchants Told

"Advertising has served its purpose when it gets the prospect into your store," John W. Gamble, Omaha, Neb., told members of the Illinois Implement Dealers' Association at their recent convention at Peoria, Ill. "Then selling must take its place and finish the job. Advertising in this country is about ten years ahead of selling, but selling is coming up on it. It needs to, else advertising will entirely usurp retail selling. Failure to 'cash in' on advertising is one of the greatest faults of the retail merchant."

Freshman Radio Net Sales Increase

The Charles Freshman Company, Inc., New York, radio manufacturer, reports net sales for October, 1926, of \$1,482,913, an increase of 15 per cent over the same month last year. The net sales from June 1 to October 31 show an increase of 38 per cent over the same period of 1925.

F. F. Stevenson with The Spool Cotton Company

Frederick F. Stevenson, formerly manager of the new business department of the McLain-Simpers Organization, Philadelphia advertising agency, is now advertising director of The Spool Cotton Company, New York, sales agent for Clark's O. N. T. thread.

International Shoe Shipments Make Record

Shipments to customers by the International Shoe Company, St. Louis, for the fiscal year ended November 30, totaled approximately \$116,950,000, a new record for that company. This compares with shipments of \$114,265,998 during the previous fiscal year.

Silk Account for Lyddon & Hanford Agency

The L. O. Thompson Company, formerly Rogers & Thompson, Inc., New York, manufacturer of Rajah and Soiree silks, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account.

Robbins & Pearson Agency Opens Dayton Office

The Robbins & Pearson Company, Columbus, Ohio, advertising agency, has opened an office in Dayton, Ohio. L. L. Roddy, at one time advertising manager of The Dayton Pump & Manufacturing Company, is manager.

Effective

JANUARY 1, 1927

The
Christian Science Monitor

WILL BE REPRESENTED IN ITS

PARIS OFFICE

56, Rue du Faubourg Saint Honoré

by

ALBERT GLEISER,
Manager

and

LEHMANN HISEY

Other European Advertising Offices of the Monitor

LONDON, 1 and 2, Adelphi Terrace

FLORENCE, 11, Via Magenta

Why the Post Office Limits the Size of Coupons

The Laws and Regulations Governing Coupons in Advertisements and the Reason They Are in Force

*Washington Bureau
of PRINTERS' INK*

IT is against the law, as interpreted by the Post Office regulations, for a publication which enjoys the second class mailing privilege to carry an advertisement which requests the reader to "Tear out this page." Likewise, coupons larger than one-half page in a full-page advertisement are prohibited. If a coupon is a part of an advertisement that is less than a page, it should not occupy more than half the space of the advertisement. And it is not permissible for an advertiser to evade the intent of the regulations by suggestive phrases or instructions.

Most publications which enjoy second class privileges watch the matter of coupon advertisements carefully; but occasionally an advertisement which does not conform to regulations gets by, and trouble for both the advertiser and the publisher usually follows. Recently, when the postal officials in charge of the administration of the regulations were questioned regarding the subject, they explained that attempts at evasion are more frequent than they used to be and are particularly annoying to the authorities.

At the time, they were investigating several coupon advertisements which carried the indication that the entire advertisement was the coupon. One of these, a full-page advertisement, referred to the advertisement as a poster, and contained the phrase: "Hang this poster on the wall." Furthermore, the advertisement contained an illustration of a small pair of shears.

While this advertisement did not prevent the publication that carried it from its customary utilization of the second class mail privilege, the postal officials said that its repetition would not be allowed. They called attention to Section 426 of the Postal Laws and Regu-

lations, which governs the publication of advertisements and, more particularly, to paragraph 6 under the section which is the interpretation of the law establishing the regulation, and which reads as follows:

Coupons, order forms, and other matter intended for detachment and subsequent use may be included in permanently attached advertisements, or elsewhere, in newspapers and periodicals, provided they constitute only an incidental feature of such publications and are not of such character, or used to such extent, as to destroy the statutory characteristics of second class publications, or to bring them within the prohibition of the statute denying the second class rates of postage to publications "designed primarily for advertising purposes," or to give them the characteristics of books or third class matter. Coupons, etc., consisting of not more than one-half of one page shall be regarded as an incidental feature.

The limitation by post office regulation used to be one-quarter of a page; but some time ago it was increased as the paragraph provides.

The reason for this limitation grows out of the prohibition of the publication of samples of paper and other materials as parts of publications which enjoy the second class mailing privilege. If these samples were allowed, the postal officials say that they would throw a heavy burden on the postal service at a very low rate, while taking business away from a classification requiring a higher rate.

It is not the province of a publication, when sent through the United States mails, to deliver a sample of merchandise of any kind, such as a sample of paper, wall covering, cloth, or the like. A coupon which is so large that it is obviously intended to be something besides a brief order form or a means of reply, is very likely to be considered by the postal authorities as in the class of samples or merchandise.

When it is suggested by an ad-

Hit-or-miss campaigns
aimed at major markets—
MISS.

Campaigns geared to cover
both sides of the street—
HIT.

Washington, D. C.

IS a major market.

The Times, evening,

The Herald, morning,

combined circulation,

106,649 net paid daily.

Advertisers using

these newspapers—

do **NOT** miss!

5 Great Families



Chicago Herald and Examiner

Daily: 371,073 Sunday: 1,082,902

Los Angeles Examiner

Daily: 169,765 Sunday: 381,929

San Francisco Examiner

Daily: 172,126 Sunday: 341,766

Seattle Post-Intelligencer

Daily: 81,618 Sunday: 146,017

Milwaukee Sentinel

Daily: 54,095 Sunday: 159,898

Above figures from last A. B. C. reports

ies make a Great Alliance!

miner

082,902

ON Monday, November 29, The Chicago Herald and Examiner, Los Angeles Examiner, San Francisco Examiner, Seattle Post-Intelligencer and Milwaukee Sentinel joined in national advertising representation, with offices in New York, Chicago and San Francisco.

381,929

The alliance of these Great Families results in a combined reader audience of more than 11,000,000 people each Sunday, 4,500,000 daily—strategically located in America's most fertile morning newspaper markets.

To advertisers and agencies this alliance means the maximum of service for a minimum in soliciting time.

41,766

46,017

59,898



National Advertising Offices

New York
W. W. CHEW
36 Madison Avenue
Caledonia 2093

Chicago
WILLIAM H. WILSON
915 Hearst Building
Main 5000

San Francisco
T. C. HOFFMEYER
571 Monadnock Building
Garfield 3858

vertisement that a page be torn from a publication to be used as a decoration, a score card, a record blank or anything of the kind, the postal officials hold that as soon as the page is torn out and used for the purpose indicated it ceases to be an advertisement and becomes a piece of merchandise. In numerous cases, publishers and advertisers have defended such suggestions with an argument that many readers who clip the advertisement would not cut out more than half the page. This argument, however, does not carry weight unless a dotted line indicates where the advertisement should be cut, or where the instructions specifically state that only a portion of the advertisement, consisting of one-half page or less, be clipped. In other words, the postal officials interviewed said that advertisers should not attempt to evade the regulation by suggesting that entire advertisements be clipped, and that publishers who accept such advertisements do so at the risk of the usual penalty.

Neal Leaves A. B. P.

JESSE H. NEAL has resigned as executive secretary of The Associated Business Papers, Inc., New York. Although his resignation becomes effective January 1, Mr. Neal relinquished active work on December 18. Coincident with this news, the association reports the appointment of Frederick M. Feiker as managing director and Donald Harris as secretary.

This change in administration, according to a statement from the association, marks the inauguration of a more active policy and a broader program in the promotion and development of higher standards of journalism for the business press. To aid in the accomplishment of this end, Mr. Feiker brings a background of experience as editor and publisher, as well as experience in governmental and trade association work.

Joining the A. W. Shaw Company, Mr. Feiker established *Factory*. Later, he became chairman of the editorial board for *Factory*

and *System*. In 1915, he joined the McGraw-Hill Publishing Company as editor of *Electrical World*, guided the early development of *Electrical Merchandising*, and eventually became vice-president and editorial director of the McGraw-Hill company. He secured a leave of absence in 1921 and for eighteen months worked with Herbert Hoover as assistant to the Secretary of Commerce. During that period he established the Division of Simplified Practice.



© U. & U.

F. M. FEIKER

In 1923, Mr. Feiker became operating vice-president of The Society for Electrical Development which he now leaves to undertake the executive management of the A. B. P.

Mr. Neal has been executive secretary of the association since its organization and, at its recent convention was elected to office for the eleventh term. He has been actively identified in the work of organized advertising and for four years was secretary-treasurer of the International Advertising Association. He also served in a similar capacity for one year with the National Better Business Bureau, Inc.

Together with Mrs. Neal, he will sail from New York on January 26 for a Mediterranean cruise which the association has tendered in recognition of his long service.

Buffalo Cereal Account to Batten

The Muffets Corporation, Buffalo, N. Y., manufacturer of Muffets, a cereal, has appointed George Batten Company, Inc., to direct its advertising account. This appointment is effective at once.

A school for the study of commercial art has been opened at New York. It will be known as the Commercial Art Studio. G. C. Loewenthal, formerly with the Columbus Photo-Engraving Company, is manager.

23, 1926

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FEIKER

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Engraving



The Class Group

comprising

HOUSE BEAUTIFUL COUNTRY LIFE
ARTS & DECORATION ARCHITECTURE
GARDEN & HOME BUILDER

—Here are five magazines devoted to the subject of the Modern Home—its construction, decoration, furnishing and equipment.

COLOR PAGES

... which we sell in this Group as a unit ...
offer the manufacturer of a Shelter Product,
a **CONSTANT MARKET** in excess of
300,000 people, which contains **AT ANY
GIVEN TIME** a minimum of 50,000 **IDEN-
TIFIED BUYERS.**

Regardless of what other advertising or sales promotion work you are contemplating in 1927, see to it that these 50,000 BUYERS containing the KEY FAMILIES in every community, are sold on the Beauty and Utility of your product.

WALTER C. McMILLAN, INC.
565 FIFTH AVENUE • NEW YORK

TRAVERS D. CARMAN
Boston

FRED H. RALSTEN
Chicago

GORDON SIMPSON
Los Angeles



Advertising Outdoor

EVER since the first crude sign was hung above some ancient tavern doorway, hotels have needed and have used Outdoor Advertising to bring them patronage. Today the magnificent Mayflower Hotel tells its story to thousands of

travelers daily by its sign on the railroads and highways leading to the Nation's capital.

We have become a part of the traveler's life, by train, automobile, airplane, mill.

One Park Avenue
New York

General Advertising



Outdoor Nation of Travelers

Daily by road. Outdoor Advertising
 roads and highways lead-
 Nation
 re become
 travelers. By
 automobiles, millions of

Americans daily travel the country over on
 business or pleasure, spending money and
 using up all kinds of goods as they go and
 the only single medium that will reach this
 huge traveling market is Outdoor Advertising

General Outdoor Advertising Co.

Harrison & Loomis Sts.
 Chicago

December 23, 1926

PRINTERS' INK

And the year winds up with a *gain* of 38.8%

IN the first 9 issues of this year The PROGRESSIVE GROCER carried more advertising than in all 12 issues last year. 1925 had broken all previous records for advertising volume. Yet 1926 beats last year by a margin of 38.8%.

Through The PROGRESSIVE GROCER manufacturers are able to reach 50,000 important grocers, jobbers and brokers. It continues to forge ahead because it fills a real need in the grocery field.

1926
954
PAGES

1925
687
PAGES

50,000 CIRCULATION
GUARANTEED

**The
PROGRESSIVE
GROCER**
National Magazine of the Grocery Trade

TRADE DIVISION THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

up

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s

New York

Is the Small Account Worth Going After?

This Manufacturer Depends on the Small Accounts for Real Stability

By Frank L. Foreman

Vice-President and Sales Manager, Peckham-Foreman, Inc.

I DO not think many problems are more frequently discussed than the small account and whether it is worth while going after. Many conferences are held, surveys made, and all sorts of investigations conducted to find an answer to this problem. I cannot give the solution. The only thing I can do is to review briefly the growth of our business and our experiences in selling both the large and small accounts.

When our concern started we were confronted with the same problems that confront most concerns in a similar position, namely: Should one member of the firm cover New York, Philadelphia, Baltimore and Washington, and the other member, Chicago, Cincinnati, Cleveland, etc? In other words, should the firm hit the high spots?

We decided at that time, and have never deviated from our decision, that the members of the firm should stay at home and run the business. We hired one salesman and he had practically the United States; then we hired another man and our first salesman's territory was divided. From time to time, as business progressed, we increased our sales force and took on side-line men for such States as North and South Dakota, Wyoming, Utah, etc., States in which an exclusive man could afford to cover only the large cities once or twice a year.

Our policy then, as today, has been to pay a liberal commission, hire the best man available and make him the general of his territory, giving him the necessary backing. We do not require daily reports, nor do we care if a week ago Wednesday the salesman worked only half a day. We have a pretty good idea as to what his

territory should produce and what to expect of him, and by giving him this responsibility, the salesman makes every effort to produce for us. We have not a single house account on the books and we never want one.

We have 10,000 active accounts today. Listed among these are the largest firms in the country, but also on this list are small stores located in towns with small populations, such as: Thief River Falls, Minn., Tillamook, Oreg., De Valls Bluff, Ark., and Glen Ullin, S. Dak.

I believe that many manufacturers' idea of an ideal business would be to sell 100 accounts like Marshall Field's. You must consider, however, that the large store of today will not place orders in advance the way the small account does. Consequently a manufacturer sometimes has a hard time to gauge his production for stock in order to give the service that the retailer of today demands.

DIFFERENCE BETWEEN BIG AND LITTLE DEALERS

The small store buyer is generally the owner and if he has had satisfaction with your product, good treatment from the house and reasonable prices, he will stay with you for many years, and when he passes on, his son will follow in his footsteps in purchasing from the same firm. The big store has numerous buyers who are continually changing positions, being promoted from time to time, and when the new buyer comes in he is very often antagonistic to what the other buyer has been using, or has some connection with a competitive house making a similar article and so you are apt to lose the account. Our records show that 80 per cent

of our smaller accounts have been with us for many years. We admit that the small accounts require just as much attention as the larger ones and they too crave the well-known personal touch.

If I were asked to sum up the best way to get the small account I would say, briefly: "Sell the small account to your salesman first by paying a full commission on all orders whether sent in by mail or secured by the salesman." Show him that by just a little missionary work in the smaller towns in his territory he can plant the seed that will grow and take care of itself, thus creating a sure source of income to him. The hardest problem we have with a man is to make him see that while Milwaukee is a big city, Wisconsin is a mighty large State, and that a salesman has a better foundation when he sells 300 accounts in Wisconsin than he has in selling six accounts in Milwaukee the same volume.

We did not go after the smaller account particularly, but we did give them a lot of attention at all times, and impressed upon our salesmen the advantages of soliciting them. The real reason I feel that we have been so successful in building up our business on the small accounts has been because we never quota-ized our salesmen. Where a definite quota is given, they take the easiest means to get it, and that of course, is from the big accounts.

I am not a strong believer in the high-power salesman. Give me a sincere, conscientious plugger with good common sense, and within a short period of time he will make the high-power man take a back seat. Our biggest salesmen today were never the type that felt they had to entertain their trade, or put anything up to the house that the large users of any product are apt to ask for.

Today, we have forty men on the road selling "travelo" knitwear and they are convinced, the same as we are, that so long as a manufacturer makes a good article, sells it at a fair price and gives the

best possible service to the trade, nothing more can be expected.

I might say in closing that while the large accounts contribute to our success, we depend on the smaller accounts for real stability.

New Golf Magazine to Appear in February

Golfdom, the Business Journal of Golf, is the name of a new monthly publication, the first issue of which will appear in February, 1927. It will be published by William H. Graffis & Sons, Chicago, publishers of the *Chicago Golfer*.

Candy Account for Springfield Agency

The Green Bros. Company, Springfield, Mass., has placed its advertising account with the Francis M. Waters Advertising Agency, Inc., of that city. A campaign will be conducted in New England on Green Superfine chocolates, the Big Banker candy bar and other confections.

Morris Advertising Agency Incorporates

As a result of incorporation, the firm name of the Frank G. Morris Company, New York advertising agency, will become, on January 1, 1927, the Frank G. Morris Company, Inc. There is no change in personnel or ownership.

Tolley Cake Account for C. S. Hallowell Agency

The Tolley Cake Corporation, New York, has appointed C. S. Hallowell, Inc., New York advertising agency, to direct its advertising account. Outdoor and newspaper advertising and store displays will be used.

F. E. Lyon with Procter & Collier

F. E. Lyon, formerly with Lord & Thomas and Logan, has joined the New York office of the Procter & Collier Company, advertising agency. He will be in charge of production and research work.

Appoints Lindenstien-Kimball

The Braddock, Pa., *News-Herald* has appointed Lindenstien-Kimball, Inc., publishers' representative, as its national advertising representative.

J. Warren Wheary has been added to the publicity department of the Chicago Bridge & Iron Works, Chicago.

From
ference
under the
Manager

Some Simple, But Effective Plans of Training Salesmen

Wholesaler Trains New Men for Specialty and General Work—Another Plan Prepares Seasoned Men for Handling General Line

By J. H. Rabe, Jr.

Sales Manager, Rice-Stix Dry Goods Co.

AS there is nothing that is more important in sales management than the preparation, education, and the development of salesmen, I will try to tell as briefly as possible, the way we prepare our salesmen for service.

We have two plans of preparation. One for our new men, and one taking care of our older men.

In the dry goods business, we have two separate and distinct kinds of salesmen—specialty men and general men.

The specialty men carry the lines of one or two of our departments and highly specialize their efforts in these departments.

The general men carry our entire line and in addition to selling merchandise, supervise and direct the movements of the specialty men and attend to those things that must be done on the territory that are other than the selling of merchandise.

First, I will take the development of a specialty man. We try to get the brightest and most likely looking material for our stock men, talent that we think might develop into a salesman.

We begin by placing this man in charge of taking care of a certain stock. He familiarizes himself with this particular stock and when he knows it thoroughly, he gets into the stocks of the other men and familiarizes himself with the merchandise that is carried in his department, learning all of the important features and good points of the merchandise.

If he is well posted on the merchandise that is carried and is familiar with the lines, he is entrusted with the filling of orders.

From an address made before a conference of sales executives recently held under the auspices of the St. Louis Sales Managers Bureau.

In this way, he gains a greater knowledge of the merchandise carried in his department, and occasionally has an opportunity of waiting on a small customer.

After he has developed sufficiently along this line and if he shows signs of being a salesman, we will probably give him an opportunity of taking charge of the sample room floor. Here his duties are to keep the samples arranged according to price, according to kinds, and according to classes, keeping them in such a manner that the salesmen will have no trouble in getting any sample they want on entering the sample room. Also, he has the opportunity of listening to the arguments of the salesmen when they sell merchandise. From time to time, he has an opportunity of waiting on customers himself, and in this manner, becomes fairly well posted on the merchandise that is carried in his department.

When the opportunity presents itself, this man is given a chance to act as packer to one of our older men. This experience gives him the knowledge to pack his samples, check his trunks, and arrange his sample room and lines in the most attractive and inviting manner. He also has a chance to hear the arguments that the road salesman uses to get the customer to the sample room, and arguments that are used to induce the man to buy future goods on the spot.

FEW FAIL

After he has had one or two trips of this kind, he is very well prepared to take on the responsibility himself. We rarely ever have a case that fails.

The proof of the value of this preparation is that the four best

specialty men that we have today are graduates of this school. I might add at this time that there is a continuous process of elimination as this process goes on. Many men start, and only the best ones finish.

Now, the preparation of general men is slightly different. We have two different sources of supply of general men. Some graduate from the special sales force to the general sales force, and some have had previous general line experience in a retail way.

If a salesman graduates from the special sales force, he has a slight advantage because he knows the minute details of the operation of the house.

As a usual thing, if we take one of our specialty men for a general man, he has traveled in the territory that he has to cover and has a friendship and an acquaintanceship with the merchants in that territory. That also is an advantage for the customers at least know that he is well posted in the one particular line. They will assist him over the rough places in the departments that he is not posted on, and his greatest problem is in familiarizing himself with the merchandise that is carried in the departments that he has not carried before.

If he comes from the retail ranks, he has a general knowledge of all of the merchandise that he carried. His retail experience has made him capable of talking to the merchant with authority on the retail business and store management, and he should be able to give him many helpful suggestions.

His problem is to learn the packing, checking, opening and display of the merchandise in the sample room, and the arguments necessary to get the customer to the sample room, and the points necessary to consummate the sale.

In order to give him this, we try to let him travel for a week or ten days with one of our older men to see just how this is done.

We have developed many successful general men from this source. So much for the preparation of our new men.

In preparing our older men for

a season's trip, we follow this procedure: We call a meeting of our general salesmen during market season when nearly all of our men are in the house. We invite one of our department men to meet with them. The department man tells them all of the main points and the vital points of interest in his line as he sees them, and covers the ground as thoroughly as he possibly can.

Then we reverse the order of things and invite questions from the salesmen. When one salesman asks a question, all of the salesmen present hear the department man's reply, and receive the benefit of the information. Probably a dozen or two of these general men will have had the same trouble. In that way, every man gets the benefit of the questions of those who have trouble. These questions are confined strictly to the merchandise carried in the department covered by this particular department head.

We handle one department at a time. We repeat this procedure with all departments until practically all of the important departments are covered.

Ice-Maid Refrigeration Account to Joseph Richards

The Lamson Company, Syracuse, N.Y., has appointed Joseph Richards Company, Inc., New York advertising agency, to direct the advertising of its Ice Maid electric refrigerators, beginning January 1.

The Lamson Company has factory branches in New York, Chicago, St. Louis, Philadelphia and Utica. In a new merchandising development it will also sell through distributors.

J. H. Wadsworth to Start San Francisco Business

Joseph H. Wadsworth, formerly advertising and sales promotion manager of the Sperry Flour Company, San Francisco, on January 1 will start his own advertising business at San Francisco. The Sperry Flour advertising account will be handled by him.

Idaho Apple Growers to Discuss Advertising Plans

An effort to enlist Idaho apple growers in an advertising campaign will be made during the meeting of the Idaho Horticultural Association, to be held at Boise, Idaho, from January 27 to 29.

True Talk by an Authority

Read What Mr. Hall Says About Buried Advertisements

AT the recent convention of the Association of National Advertisers at Atlantic City, Mr. Edward T. Hall, its president, made the following significant observation:

"It takes about a week to read through carefully some of our popular magazines and Sunday newspapers, and who, in these busy days, can spare that time? Certainly not the active man or woman, whose attention, as a general thing, we seek to attract."

True talk! Every national advertiser, it is safe to say, shares Mr. Hall's uneasiness at the growing bulk of the magazines and the big city newspapers, and shares his feeling that they are not and cannot be thoroughly read.

There is one publication to which these objections cannot be urged—The Country Newspaper.

Big enough to cover adequately all the activities of the communities it serves and to summarize the news of the world—and yet small enough to be read completely in one pleasant session under the evening lamp!

Give this unique, this highly profitable medium a good share of your 1927 business. By its use you can reach every home throughout the small town districts of the country—or in any State, section or zone you may desire.



Christmas Seal
Your Christmas Mail

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

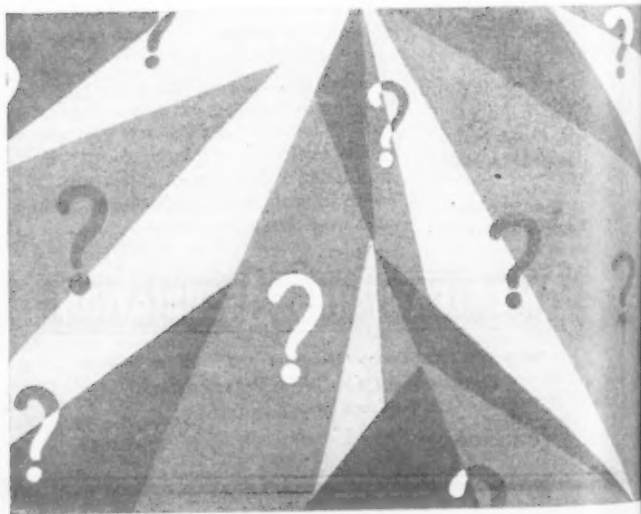
225 West 39th Street, New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT



Do Mill Men Read Textile Papers?



Yes
No

1047 managers of textile mills
replied to a question submitted
by Ernst & Ernst as follows:

QUESTION—

*Do you keep in touch with improvements
and recent developments in machinery
and mill equipment through the textile
papers?*

ANSWER—

	NORTH	SOUTH	WEST	TOTAL	PER CENT
Yes	652	268	42	962	91.9
No	70	12	3	85	8.1
	<hr/> 722	<hr/> 280	<hr/> 45	<hr/> 1047	<hr/>

Analyzed as to size, the 962 Yes
answers are from executives con-
trolling over 99% of the machinery
represented in the total number of
replies.

Textile World

334 FOURTH AVENUE, NEW YORK

Member
Audit Bureau of
Circulations



Member
Associated Business
Papers, Inc.



You are advertising to me

I AM the *average* American woman. There are 22,567,000 of me. And I buy over 85% of all advertised merchandise.

My husband makes less than \$50.00 per week. I have 3 children. I cook 3 meals each day. Sometimes I do my own washing, too.

I decide whether your advertising is good or bad; not your advertising agency, your dealers, your sales manager, or board of directors.

So remember, if you are advertising to me, that I, the same as you, have problems of my own. And the only "ads" I take time to read, are those which show quite plainly that they are of definite, *specific*, immediate help to *me* in my job of life.

And remember too, in the last analysis it is my interest that makes or unmakes manufacturers.

BLACKETT and SAMPLE INC
Advertising

58 East Washington Street, Chicago

Publications of Interest to Advertisers

*Washington Bureau
of PRINTERS' INK*

MANUFACTURERS whose sales and advertising plans require co-operation with retailers are showing considerable interest in four special reports on retail subjects recently published by the Chamber of Commerce of the United States. The first of these, "Group Efforts by Merchants for Promoting Trade," presents the experiences of local chambers of commerce throughout the country in carrying out the work of retail sections, and it is mainly devoted to a description of the methods used. However, it contains a number of suggestive features, such as a list of books and documents suitable for a library nucleus, a number of subjects suitable for addresses before groups of retailers, and a partial list of trade-paper references.

The second report, "Merchants Institutes," states that many retail sections of local chambers of commerce have adopted such organizations as parts of their programs. For the manufacturer, this report is interesting mainly because it points out and describes many of the retail problems which chambers of commerce have found to be most important for retailers to solve.

"Educational Courses for Retail Sales People" discusses at some length the courses in retail selling which have been conducted successfully under the auspices of local chambers of commerce and boards of trade in Boston, Mass., Cincinnati, Ohio, and seventeen other American cities. This report not only maps out suitable courses, but also furnishes information as to where educational material may be secured.

In "Special Sales Events," the last of the series, several of the best known of the events which a retail section may assist in promoting, are described. Since manufacturers are frequently requested to take part in local movements of the kind, the report undoubtedly

will suggest ways and means whereby manufacturers may co-operate more efficiently in the work of attracting trade to communities.

One interesting feature of all four of the reports is the listing of all of the publications of the Domestic Distribution Department of the Chamber. Single copies of the reports mentioned may be secured by applying to the Domestic Distribution Department, and arrangements may be made to purchase quantities at nominal prices.

* * *

The report of Dr. Louise Stanley, chief of the Bureau of Home Economics, is especially interesting because of the activities it discusses which have been reported on during the year. Studies have been made by the bureau of the composition of American food materials, including mineral constituents and vitamins, also of food preparation and preservation. The economic studies include the food consumption of farm families; a short-cut method of calculating the nutritive value of diets, clothing expenditures of farm families, methods of household budgeting and accounting, expenditure scales by age and sex, present use of time by homemakers, and time spent in care of infants. In the field of textiles and clothing, studies have been undertaken to determine the best method of starching fabrics, the cause for the "cracking" of silk, and in the fitting of garments. The report also contains a list of bulletins and reports published by the bureau during the year, and copies may be obtained by applying either to the Bureau of Home Economics, Department of Agriculture, or to the Superintendent of Documents.

* * *

"The Farmer's Standard of Living" is the title of department bulletin No. 1466, recently published by the Department of Agriculture. This report first discusses the meaning of the term, and finally gives this definition of "Standard of Living":

"The term as here used includes the economic goods contributing to the maintenance of health, transportation, education, recreation, and

social relationships of the family, as well as those satisfying the more material needs—foods, housing, fuel, and clothing.”

This bulletin presents the combined results of a number of separate studies by the Department of Agriculture in co-operation with twelve colleges or universities. “The schedule was planned to show the following items: Tenure; acres per farm and value of land per acre; sex, age, and schooling of the members of the family and household; quantities and value of food, fuel, and other materials furnished during the year just preceding the date of visit by the field worker; quantities and costs of food, fuel, furniture and furnishings, household supplies, and household labor purchased during the preceding year; clothing purchased for the various members of the family; expenditures for the maintenance of health, education, reading matter, recreation, travel, religious and social contacts, and for personal and miscellaneous needs; the value and the general character of the house, including its equipment and furnishings; and the use of time by the operator and the homemaker.

Copies may be secured at 10 cents each from the Superintendent of Documents.

Undoubtedly, “Consumer Habits and Preferences in the Purchase and Consumption of Meat,” department bulletin No. 1443, will throw some light on the purchasing habits which largely control the use of other products. The report considers that the preferences for the various kinds and cuts of meat are influences of the highest importance to producers of meat animals and to distributors of meat products, and adds:

“More definite knowledge of these consumer preferences and buying habits in the purchasing and consumption of meat should be of aid in adjusting production and distribution methods to meet consumer demand and in developing programs of education designed to eliminate some of the lack of consumer knowledge which now renders consumers peculiarly sus-

ceptible to unwitting purchase of meats and meat products of inferior quality.”

Copies may be secured at 10 cents each by applying to the Superintendent of Documents.

“Margins, Expenses and Profits in Retailing Meat,” department bulletin No. 1442, deals with the types of stores in sixteen cities, also many subjects such as net sales, costs, margins, total expense and profits, as well as salaries and wages. The report contains fifty-six pages and is sold by the Superintendent of Documents at 10 cents a copy.

“Methods and Practices of Retailing Meat,” department bulletin No. 1441, is the report of a study conducted in twenty cities and towns in 1924 and 1925. These cities were selected according to geographical locations, and consideration was given to the character or type of the predominating industry or sources of income in each case. A total of 1,404 stores was considered.

Copies are 10 cents each and are sold by the Superintendent of Documents.

To manufacturers now selling in Japan, or who are planning to introduce their goods in any of the Japanese territories, “Sales Territories in Japan” recently published by the Bureau of Foreign and Domestic Commerce will be of interest. While the report is in the form of a small pamphlet of only twenty-four pages it explains the organization and nature of Japanese business, advises that the country should be divided into at least two sales districts, and presents some excellent information regarding the selection of selling agents. Copies may be secured by applying to the Division of Regional Information, Department of Commerce, Washington.

“International Trade in 1925,” trade information bulletin No. 446, is the fourth of a series giving a compact summary of the foreign trade of the world and its individual countries, published by the

Department of Commerce. This report, in addition to its statistical data, gives a text discussion of the conditions in a number of outstanding branches of industry, and also an account of the tendencies in exchange rates of the several currencies.

"International Trade in Toys," trade information bulletin No. 445, discloses that the United States is the largest manufacturer of toys in the world, followed by Germany, Japan, Czechoslovakia, France and England. The foreword states that the bulletin presents current conditions in the toy industry of the United States and in that of its foreign competitors, together with reports on the markets in those countries where it is believed earnest attempts on the part of American manufacturers will bring best results. Not only are the different kinds of toys most in demand in the various countries indicated, but under the head of each country the best methods for selling toys are discussed in detail and the prospects for an increase of American business are emphasized.

"New Zealand: Its Resources and Foreign Trade," trade information bulletin No. 443, states that notwithstanding New Zealand's great distance from the United States and its relatively small population, it is becoming more and more important every year as a market for American goods. "Our exports to that country have grown from a total of only \$8,595,000 in 1913 to \$29,307,000 in 1924, and to \$41,809,000 for the twelve months ended June 30, 1926." Despite this growth, however, the report holds that we are not getting our share of the business, that trade between the United States and New Zealand is on a sound economic basis, and that there appears to be no reason why it should not continue to grow. The report then presents a great deal of information which will be of value in increasing our trade with the country.

"Central Light and Power Plants in Australia and New Zealand," trade information bulletin No. 441, is the second of several reports

being prepared by the electrical equipment division of the Bureau of Foreign and Domestic Commerce, giving information on central light and power stations and characteristics of available current supply in various foreign countries. The report also contains notes on the markets for electrical goods, which cover types of equipment used, marketing methods and standard requirements.

All trade information bulletins are priced at 10 cents a copy, and may be secured from the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, Washington, D. C., or any of the branch offices of the bureau, or from the Superintendent of Documents, Government Printing Office, Washington.

Changes in Rodney E. Boone Staff

Kenneth Nixon, who has been with The Kenyon Company, Boston advertising agency, has joined the New York staff of the Rodney E. Boone organization, which represents a number of Hearst newspapers. Frank E. Dunn and Harold G. Kern also have joined the New York staff.

Mr. Dunn had been with the Boone organization in Boston and Mr. Kern had been with the Chicago office.

Franklyn S. Payne, who has been representing the Southern Group in Detroit, has joined the Detroit office of the Boone organization where he will continue to represent the group.

New Account for Gardiner-Mace Agency

The Allweather Ventilator Company, Inc., New York, manufacturer of Worldsbest ventilators and humidifiers, has appointed the Gardiner-Mace Company, advertising agency, also of New York, to direct its advertising account. Newspapers will be used.

George J. French Dead

George J. French, for the last twenty-seven years president of the R. T. French Company, Rochester, N. Y., French's mustard and spices, died at that city on December 19, at the age of seventy-two.

Joins Providence, R. I., Agency

Richard Lewis, formerly with Shartenberg's, Pawtucket, R. I., has joined the copy staff of Danielson & Son, Providence, R. I., advertising agency.

Motor Truck Industries Plan Joint Campaign

Motor Truck Industries, Inc., an association representing about 90 per cent of the industry, has been formed at Detroit by manufacturers of trucks and parts. It is the purpose of the association to develop a consciousness in the minds of truck users as to the responsibility of the vehicles and their parts produced by members of the association.

This responsibility will be expressed through the phrase "Protected Transportation," which will be interpreted in a program of advertising to assure the truck buyer of the quality and durability of his purchase. The campaign will also have a general stabilizing effect in the minds of truck dealers which it is believed will be of particular value in their handling of the necessary commercial paper in financing sales.

Grace & Holliday, Detroit advertising agency, have been appointed to direct this advertising.

Paper Ream of 1,000 Sheets Adopted

The American Paper Conference Board has announced a simplification and standardization of printing papers by the adoption of 1,000 sheets as the basis for count and weight, instead of the old 500-sheet ream. The change is intended to further the use of standard sizes of paper recommended by the Federal Department of Commerce and generally adopted by many industries.

No change in the actual substance of paper or in the manufacture, merchandising, or converting of paper is involved. The change is effective February 1, 1927, or soon thereafter.

R. A. Wallace Joins Staff of P. F. O'Keefe Agency

Robert A. Wallace, formerly with the Campbell-Ewald Company at Detroit and New York, has joined the P. F. O'Keefe Advertising Agency, Inc., Boston, in charge of its copy and production department.

R. W. Allen, President Allen A Company

Robert W. Allen has been elected president of the Allen A Company, Kenosha, Wis., manufacturer of Allen A hosiery and underwear, succeeding his brother, C. C. Allen, who recently resigned.

Joins Doyle, Kitchen & McCormick

W. E. Hawkins, Jr., recently sales manager of the Brooklyn, N. Y., branch of The R. M. Hollingshead Company, has joined Doyle, Kitchen & McCormick, New York advertising agency, as merchandising adviser.

This Advertisement Appeared May 22, 1924

THE FLEISCHMANN COMPANY
PHILADELPHIA, DEC. 4, 1926

Editor of PRINTERS' INK:

Sometime ago, perhaps a year or two, you advertised a special type of suitcase which was particularly suitable to the traveling man because of the fact that suits could be carried without folding them.

Could you give me the reference to this concern so that I may be able to see where one of these suitcases may be purchased?

I believe the advertisement appeared in an issue sometime before the convention of the A. A. C. of W. in London.

Thank you very much for your trouble.

THE FLEISCHMANN COMPANY
ROBERT W. GRIGGS
Assistant District Manager

National Advertisers to Meet at Detroit

At a recent meeting of the executive committee of the Association of National Advertisers, it was decided to hold the semi-annual meeting at Detroit from May 9 to 11. Verne Burnett, vice-president of the association and secretary of the advertising committee of the General Motors Corporation, was made chairman of the program committee for the meeting. W. K. Towers, advertising manager of the Paige-Detroit Motor Car Company, was appointed chairman of the entertainment committee.

The association is planning to hold a series of informal luncheon meetings which will be attended by members of the board of directors and to which will be invited representatives of other advertising groups for discussion of problems of mutual interest.

G. W. Kinzel with Roger Williams Company

George W. Kinzel, formerly of the Premier Company, Cleveland, is now vice-president of The Roger Williams Company, direct-mail advertising, also of Cleveland. He will devote his time to sales and service work.

G. L. Healey Leaves "Onyx" Hosiery

George J. Healey has resigned as vice-president and sales manager of "Onyx" Hosiery, Inc., New York. He had been with the Onyx company for many years.

Alvin R. Magee, manager of the national advertising department of the Louisville, Ky., *Courier-Journal* and *Times*, has been elected president of the Co-operative Club of Louisville.

Which of These Two Are Your Best Prospects?

Remember the thrill with which you awaited Rudyard Kipling's next story, Richard Harding Davis' little masterpieces, O. Henry's newest gem?

Today in Illinois and Idaho, in New York and New Mexico, eager fiction fans are awaiting with equal enthusiasm the latest from the typewriters of their favorite fiction writers.

The spelling of the names changes, but never the spell of fiction.

In the tables of contents of the sixteen magazines of the ALL-FICTION FIELD you will find a complete "Who's Who in American Fiction." All-Fiction writers have won for themselves an eager, enthusiastic audience who follow with keen interest every performance.

Of two audiences which would you rather address with your sales message—One that dozes under the dull weight of fact and ponderous information or One that sits on the edges of its seats fairly begging for more?

All-Fiction Field

Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO



Quick! Let Down The Drawbridge

FEUDAL barons built moats to keep out enemies but the drawbridge was freely lowered for friends.

The farm paper is the drawbridge that gives friendly farmers free passage to your dealers' stores. It brings in those customers who are so large a part of retail trade. Merchants realize their importance.

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Agric

Farm families comprise 40 to 60 percent of retail trade in the thousands of small towns that make up the bulk of the nation's trading centers. They have the power to *name the brand* the dealers will stock.

Sales effort that ignores the farmer is placing distribution under a severe and needless handicap. A complete advertising plan must necessarily reach this vital buying unit.

Farm papers naturally suggest themselves. They give you known coverage of a definite field. If your present advertising is not doing all you may have expected, let "the market across the moat" fill the gaps in sales quotas.

Careful analysis is causing a consistently increasing number of experienced advertisers to place farm papers regularly on their schedules. Definite questions relating to your product will be answered on request by any farm paper publisher or by this Association.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary

33 S. Clark Street, Chicago



"Prosperity Follows the Plow"

Injecting Flavor into the Slogan

HENRY C. THOMSON
PATENT ATTORNEY
BOSTON, MASS.

Editor of PRINTERS' INK:

Is your list of advertising slogans so cross-indexed that you can send me a list of all slogans for food products which contain the word "Flavor"? If there is any expense in connection with searching and reporting you may send me a debit note covering the same.

Am I correct in my understanding that such a list has been compiled and is on sale? If your answer is in the affirmative kindly send me copies of any lists, either on trade-marks or slogans.

HENRY C. THOMSON.

MANUFACTURERS of food products and other edibles have numerous themes on which to build slogans. Flavor, taste, fragrance, health and quality are among the leading ones.

What the advertiser must do is to develop a phrase which will give the product or products he advertises the greatest amount of selling help. The slogan must sparkle with an idea that will give the consumer a desire to have the product it represents.

There are slogans that are merely a group of words that can be used to describe any commodity. These are absolutely of no selling value and can be dropped from the advertising at any time without even being missed.

Listed below are slogans that are designed to sell flavor. Whether they do or not can be easily ascertained by studying the phrases and the products they advertise.—[Ed. PRINTERS' INK.]

Delicious in Flavor—Rich in Nutrition. (Karo Syrup) Corn Products Refining Company, New York.

Difference Is in the Flavor, The. (Candy Tablets) Aromint Mfg. Co., Cincinnati, Ohio.

Flavor for Every Purpose, A. (Extracts) Fritzsche Brothers, Inc., New York.

Flavor is Roasted In, The. (Coffee) Dwinell-Wright Company, Boston, Mass.

Flavor Lasts, The. William Wrigley, Jr., Co., Chicago, Ill.

Flavor that Sells the Goods, The. (Mapeline) Crescent Manufacturing Co., Seattle, Wash.

Flavor You Can't Forget, A. (Beverage) Nu-Grape Company, Atlanta, Ga.

Flavor—Firm—Tender. (Macaroni) The Foulds Co., Inc., New York.

Foods and Confections of Finest Flavor. Beech-Nut Packing Co., Canajoharie, N. Y.

Taste the Flavor. (Meat Products) Carl A. Weitz, Somerville, Mass.

You Can't Mistake the Flavor. Beech-Nut Packing Co., Canajoharie, N. Y.

You'll Appreciate the Flavor. (Crescent Coffee) Crescent Manufacturing Co., Seattle, Wash.

Space Forbids Full Details

HEWES & POTTER
BOSTON

Editor of PRINTERS' INK:

Mr. Hewes has humorously remarked that he does not remember whether it was before or after the Civil War that he first came in contact with PRINTERS' INK. At the present time, he does not read it regularly excepting in instances when I call certain articles to his attention. Therefore, the chief practical application of the contents of your most educational publication lies with Yours Truly.

There would be so many specific examples of ideas culled from PRINTERS' INK which have proved of assistance that space would forbid my listing them all here. However, the chief benefit as far as I am concerned lies not so much in the individual ideas I get as it does in its giving me a picture of modern thought and practice as regards marketing and advertising as reflected in the experiences of your various contributors.

HEWES & POTTER,
J. K. MACNEILL,
Sales Manager.

Community Campaign for Los Angeles Industries

The industrial department of the Los Angeles Chamber of Commerce has inaugurated an extensive campaign to reach the business executives of the country. The purpose of the advertising is to picture the advantages of that city as a manufacturing and distributing center. Magazines will be used. This account is being directed jointly by Smith & Ferris, and The Dan B. Miner Company, Los Angeles advertising agencies.

New Advertising Business at Seattle

Molly G. Baldwin and Charlotte Washburn have started a general advertising business at Seattle. Ruby Canfield will have charge of the art department.

Edward W. Taylor Dead

Edward W. Taylor, founder and president of the Diamond State Fibre Company, Bridgeport, Pa., Diamond F fibre products, died recently at Las Vegas, Nev. He was sixty-one years of age.

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What
determines the
choice /



*Your future
is your
own making"*



COLOR determines

Just as children are attracted to brightly colored blocks, we grown-ups are drawn toward colored advertisements.

Produced by lithography, colored advertisements are doubly effective. Hues blend or contrast, as you see with the result that your prospect's buying impulse is intensified to the highest degree.

Whatever the kind of Lithography you use—Direct Mail, single or double page Letterheads, Posters, Labels, Cartons, Bands, or Packages, Metal Packages or Display Racks—you can use color effectively.



*Keep that
Schoolgirl
Complexion*

es, price and makes the sale

y color y using them all, you can produce an entire adver-
towa ng campaign in color—a campaign that interests the
spect in his home—and influences him to buy your
duct in the store.

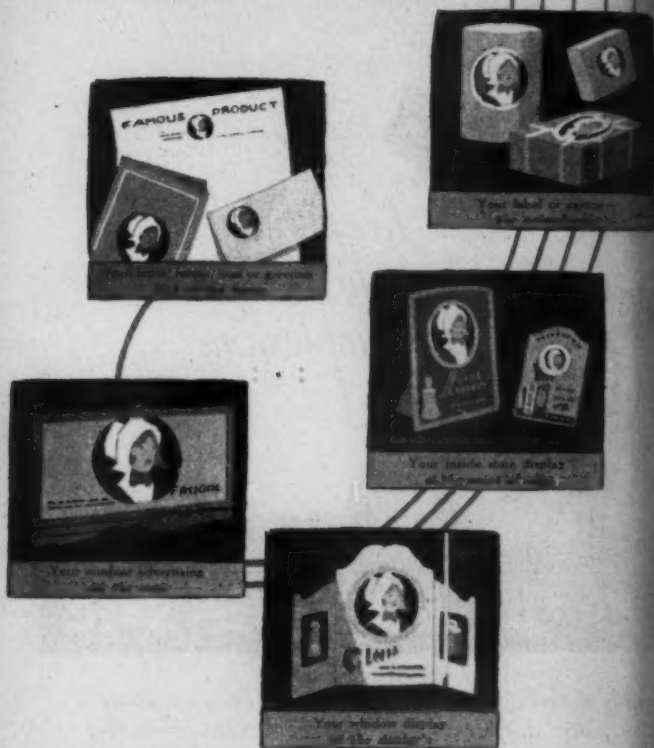
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ertising that follows through to sales

Advertising that follows through to **SALES**



MAKE it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc.
104 FIFTH AVENUE, NEW YORK CITY

ES



Inc.



Seven Sources of Industrial Copy Ideas

These Ideas Are Being Kicked Around from Pillar to Post in Most Industrial Organizations

By Frederic Kammann

Advertising Manager, Engineering & Contracting Publishing Company

ADVERTISERS have been told how to tackle the job of telling their stories from so many angles that I doubt whether a distinctly new angle of approach to the subject of copy still remains open. But a recasting of old thoughts and ideas is one of the copy man's chief responsibilities.

He must make the same old story new and fresh and interesting. He must show the garment, then turn it about and show the lining.

Recently, I took at random 200 industrial advertisements and attempted to classify them. Groupings, I found, were formed quite naturally and these various classes I characterized with a short phrase to indicate the spirit of the writer or the type of information offered.

These 200 advertisements appeared in several different trade and business publications. Following is the way they grouped themselves:

1. Larger — Better — Faster — Smoother — Easier — Cheaper — Stronger. Who says so? We say so. This was the spirit of thirty-nine advertisements or 19½ per cent of all.

2. It worked in this case—it will work for you. Nineteen per cent reflected this thought.

3. This is where she's used and how she works. Advertisements of this character accounted for 18½ per cent of those studied.

4. Ah! There's a reason. (13 per cent.)

5. Here is what we make and here's our address. Ya can't say we didn't do OUR part. (9½ per cent.)

6. Remarkable! A wonder! One hundred per cent — Different!

Supreme! No equal! (5 per cent.)

7. Blah—Blah—Blah. (3½ per cent.)

8. Is this your problem? (3 per cent.)

9. Acclaimed by hundreds of happy users. (2 per cent.)

10. Just FAMOUS—if you know what we mean.

11. Free book.

12. Be fair to yourself—Look us over.

13. We've been at it for years; and gosh, we oughta know our stuff!

14. We—Us—I—Our—My.

Thus we find 57 per cent of these advertisements falling into three divisions: 1. Assertion of superiority, mainly unsupported; 2. Reasoning from the specific to the general—as, I saw a red-headed Chinaman, ergo, all Chinamen are red-headed; 3. Descriptive—good copy for that definite group of prospects already interested in the product. The remaining 43 per cent of the advertisements fell into eleven other groups, most of them familiar or easily recognizable. I have not made a similar study of general advertising but I am satisfied that one would show a broader range of appeals and interests and a far greater appreciation of the reader's point of view.

Probably in every business there are more good copy ideas running around loose than could be used if the advertising appropriation were three or four times its present size. These ideas are being kicked around from pillar to post, being shuffled under foot. I doubt if any of us could stand on a busy corner of our business and not find copy material. Here are seven busy corners ready to furnish copy ideas.

Portion of a talk given on December 13, at Chicago before a meeting of the Engineering Advertisers Association.

I've wondered why a copy writer couldn't sit in at a directors' meeting once in a while. It isn't done, but I can't see why not. Here is discussed a change of policy that affects all distributors and customers. It is argued pro and con.

The best reasons for that change are sure to be given at that session, as well as the reasons against. But instead of filling a copy man to the brim with first-hand knowledge of the entire situation we are more prone to drop by his desk, squat a moment, and remark: "The policy of limited territorial franchises went through. Better fix up an announcement and get it into all trade papers as soon as you can. Emphasize the improvement in service that will be made." All the copy man can do is grab a pencil, clutch his pipe, and devote two minutes to silent prayer for Divine guidance and help.

Changes of policy are not the only matters discussed in directors' meeting. New lines and new markets are not infrequently considered, and the right sort of copy man will do better work if his sources of ideas are fresh and direct.

Here is another "Busy Corner": Where the salesmen make out fairly complete reports of the cases they work on, it is likely their reports can produce a wealth of good copy ideas. After all, the copy man is only trying to do in a mass way what the salesmen are trying to accomplish in individual cases. The selling arguments and tactics that are effective in the field should be of more than passing interest to the copy department and in many instances furnish ideas for those masterpieces that catch a market by the ears and give new life to the whole advertising program.

The third "Busy Corner": The complaint desk can furnish many good copy ideas. I have felt, in several cases, that complaints about a certain product should have been chargeable to the advertising department. Certainly if a product is bought with a mistaken idea of its uses, or values, or applications there is something

wrong either with the selling or the advertising. When the famous president who answers all complaints personally has finished with the correspondence it might be a mighty good idea to let the advertising department mull it over.

Then there is the engineering and designing department. Most new products, or new models, are rooted in some definite need of the market. The work of originating the product, fitting it to certain needs, adapting it for certain markets, should be a lively source of copy material. No expensive cross-country trip is needed, either, to make use of this source. Of course if the new product is put out as an expediency it would be wise to lock the draughting room doors and let the copy man figure out his own arguments.

I am told that many copy writers do not read the magazines in which their advertisements are running. I have wondered, if this is true—why?

Reading the trade magazines will do more for the copy man than supply many copy ideas. It will give him a better understanding of the audience he is writing to. This has been said many times before, of course; it needs to be said again. Magazine circulations are made up of different trade groups and each group has, in addition to its community of interest with the entire trade covered by the magazine, a set of special interests of its own. These special interests are copy opportunities.

Another source of copy ideas is the correspondence with distributors. A certain maker of road machinery turned over a file of distributors' correspondence to me and I found it alive with copy ideas. Some of the strongest sales copy this advertiser ever used was based on this file of distributors' correspondence. Certainly this is a source easily accessible to any copy department.

Surveys and investigations provide much good copy material, particularly if the survey contains specific reports on the use of products or materials.

Here then are seven "Busy



THE DAYTON NEWS THE CANTON NEWS
THE SPRINGFIELD NEWS

Represented by

New York	I. A. KLEIN	Chicago
Los Angeles	A. J. NORRIS HILL	San Francisco
	Seattle	

Corners"—seven sources of copy ideas, none of which requires a special budget. Each touches some vital and active point of the business. If these sources are utilized with intelligence they should deliver many vigorous ideas to the advertising department: Directors' Meeting; Complaints; Sales Reports; Engineers' Design; Research Survey; Correspondence; Reading Magazines.

Copy cannot always pull inquiries. In fact, I doubt very much that the same copy used in different magazines furnishes an equitable basis for appraising reader interest, medium strength, or general strength of appeal. The very differences that cause one group of readers to take one magazine, while a different group prefers another, also will make for quite some differences in responsiveness.

I don't believe in general rules for preparing copy. Rules breed standardization, and until businesses are standardized we have little use for standardized copy. Furthermore, rules have a way of becoming too important. It takes no courage to write copy according to rules and I think courage is mighty important in constructing good copy. It takes courage to upset traditions and precedents—but quite often the upsets seem to pay.

If there is one temptation that afflicts copy writers more than others it is to regard the readers as already interested in their story. This temptation leads one to hop busily and selfishly into the middle of the story without even a fragile connective with the readers' interests. Copy should make the other fellow care, and if it doesn't make him care about your business it can't be very profitable copy to run.

Garment Bag Account for Charles C. Green Agency

The White Tar Company of New Jersey, Inc., Kearny, N. J., manufacturer of moth prevention products, has appointed the Charles C. Green Advertising Agency, New York, to direct the advertising of "Slip In" garment bags in 1927. Women's magazines will be used.

Non-Advertiser Floats on the Tide of Advertising

LEYSE ALUMINUM CO.
MIAMI, FLA., DEC. 7, 1926

Editor of PRINTERS' INK:

I have just read the letter from the Iowa Soap Company printed on page 69 of your December 2 issue and also noted your comment on the same.

There is one point you overlooked that is vital, I believe. Mr. Bauta seems to overlook the fact that if it had not been for such advertisers as Ivory Soap, American Family Soap, Palmolive Soap, Fels Naptha, and the many others who do believe in advertising it is quite possible he would not be selling as much soap as he claims to be.

Of course soaps were sold before some of the above began to advertise and by the same token soaps were made and used before any of the present day varieties were thought of. One of the pioneers in the soap industry was the famous Star Soap, made, I believe, in Zanesville, Ohio. This was one of the first advertised soaps I can recall and I have kept in pretty close touch with the advertising profession for a great many years.

Mr. Bauta seems to be in the same class with many of the concerns I came in contact with some years ago while representing one of the general advertising agencies located in the Middle West. He is "cashing in" on the demand created by such firms as those I mentioned above.

J. H. RIGOUR
Manager, Florida Sales Area

Bayuk Cigars, Inc., Reports Net Profit

Bayuk Cigars, Inc., Philadelphia, Havana Ribbon, Prince Hamlet cigars, etc., reports a net profit for ten months ended October 31, 1926, after charges, of \$772,757.

Southern California Ford Dealers to Advertise

The Associated Ford Dealers of Southern California are planning an advertising campaign. Smith & Ferris, Los Angeles advertising agency, will direct this campaign.

Extends Advertising Course

The School of Business of the University of Minnesota, Minneapolis, which has been conducting a short course in advertising, recently announced the addition of a four-year course in that subject.

A. M. Pulaski Appointed by "Novelty News"

Albert M. Pulaski has been appointed New England manager of *The Novelty News*, Waukegan, Ill.

Time destroys the groundless conceits of men; it confirms decisions founded on reality.—CICERO

Time Confirms a Decision

ONE year ago, a momentous decision was made—a decision which promised much to buyers of printing—a decision to combine the facilities and staffs of two nationally known printing houses, the J. W. Clement Co. and The Matthews-Northrup Works, both of Buffalo, N. Y.

Now, time has confirmed that decision as founded on reality—as wise and far sighted—as a credit to the men who made it.

From all over the country have come words of commendation for the products of the union. Printing buyers everywhere have expressed appreciation of quality maintained. Shrewd purchasing agents have approved value received with further orders. Direct Mail buyers have complimented our creative and planning service. Our first year's efforts to please the old customers of both firms have proved successful beyond expectations.

And so we enter our second year, heartened, encouraged, and fully resolved to exceed even this most successful first year—fully determined to produce only printing which will bring praise from old customers and make old friends of new customers.



J. W. CLEMENT CO.

COMBINED WITH

THE MATTHEWS-NORTHRUP WORKS

PLANNING - ENGRAVING - PRINTING - MAP MAKING - BINDING - MAILING

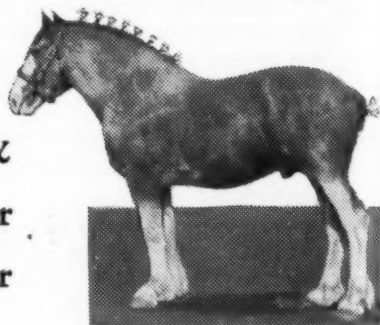
SENECA, LORD AND SEYMOUR STREETS

BUFFALO, N. Y.

NEW YORK OFFICE: 250 PARK AVENUE

A Canadian **GRAND CHAMPION** *At Chicago International Show*

Owned by a
Family Herald &
Weekly Star
Subscriber



"FOREST FAVORITE"

At the Chicago International Stock and Grain Shows, just ended, many honours in Live Stock as well as in Grains went to Canadian farmers. Their alertness and substantial prosperity is well demonstrated by that fact.

It was gratifying to us to see how many of those prize-winners were subscribers to THE FAMILY HERALD AND WEEKLY STAR—Canada's National Farm Journal, and particularly so in the case of Mr. Haggerty, of Messrs. Haggerty & Black, of Belle Plaine, Sask., winners of one of the premier honours of the Show, with the Grand Champion Clydesdale Stallion "Forest Favorite."

The Farmers are Canada's greatest wealth owners and producers—that is why Canada's National Farm Journal—THE FAMILY HERALD AND WEEKLY STAR is recognized by advertisers to be the outstanding National medium in the Canadian field.

The Family Herald and Weekly Star

"CANADA'S NATIONAL FARM JOURNAL"

Established 1870

MONTREAL

CANADA

ously important to the hard-pressed copy writer.

There is too much competition in radio to permit such claims to register. Studying the whole field of radio advertising, we could not help thinking that it was very much like conditions that used to exist in the manufacture of motor units, another of our products. We found, after a great deal of research, that it was possible to increase the efficiency range of motors from 50 per cent to 75 per cent. When you translate this into terms of resultant savings in electric current used in refrigerators, heating systems, lighting plants, etc., you realize what a money-saver and money-earner this one form of efficiency amounts to. We determined to get the same sort of efficiency in our advertising; making the same expenditure bring greater results. Now there is nothing particularly new in the testimonial idea. In fact, it has been terribly overdone and abused. But the way it is applied to Day-Fan Radio is new—at least we think so. Instead of going to the public which bought our products, we determined to publish a series of testimonials which, by their very nature, would be "expert" and so regarded by the public.

The radio public's interest is focused on the broadcasting stations. They are the source of all radio and they are generally looked upon as experts in radio matters. So we asked ourselves, why not say what the broadcasting stations thought of our radio? It was patent that the public would accept the broadcaster's judgment as an expert one.

That question quickly brought another. Why should a broadcasting station testify to the merit of a receiving set? This was not much of a puzzler, because broadcast stations must listen to their own output. Every word that is spoken, every note that is sent out for the entertainment and edification of a broadcast station's audience is "monitored," as the expression goes—is brought back into a listeners' room in the station itself or nearby to undergo the same critical judgment that is

given to the program in one's own home.

An interesting analogy to this situation exists in motion pictures. No skilled director hires an actor or an actress, no matter how virile or beautiful he or she may be, until the applicant is screened. Nobody knows how a person is going to look to a camera. The judgment is made, not on the human appearance or appeal of the aspirant, but on the way said aspirant's personality "gets across" to the camera and thus to the movie audience.

So in radio, few studio directors risk putting a voice on the air because it sounds good in the studio. That voice is usually first heard over the radio—heard on just such a receiving set as the general public uses—and if it sounds right on that, it goes "on the air."

Now the particular radio receiver used by a broadcasting station to do this listening, although it has to be a regular commercial instrument, must also possess certain definite characteristics by no means common to all receivers. It must have very fine tone quality. It must be almighty selective, because it is being operated right in the next room to the station's own transmitter, and directors often want to "cut out" their own stations and listen to others for comparison.

These two advantages, which we claim are particularly true of our receiver, make it peculiarly suitable for broadcasting station use. They also are the two features of greatest importance to the general public.

The upshot of it all was that we found a good many broadcasting stations were using Day-Fan receivers and we decided to publish the fact.

Our first advertisement using the idea, published in three national weeklies, carried the slogan:

Great Broadcasting Stations
Listen to Their Own Programs
with Day-Fan Radio Receivers

It told the complete story and we never have changed it. Each piece of copy cites the experiences of a specific broadcasting station, and also lists as many of the

Johnstown, Pa.

—an independent market and a most important one with a metropolitan shopping populace of *more than 175,000 people.*

One Paper

gives you full coverage at a rate that is unusually low and carries a reader confidence that couldn't be excelled.

The Tribune

One of Pennsylvania's Leading Dailies

A knowledge of things as they really are puts *The Tribune* on the list for every worth while campaign that comes into Pennsylvania

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES

BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

whole number as space allows.

In addition to the testimonial influence and conviction which the slogan carried, this copy undoubtedly increased greatly the readability and circulation of the advertisement. Readers everywhere are greatly interested in the personnel and methods of the broadcast stations.

It was "news" to them, that broadcasting stations had to "listen" as well as "send." They were thus attracted to our advertising by its news value—by the sheer interest of the story that was told.

One result that we did not look for at all has been the interest in the campaign shown by the broadcasting stations. Nobody had given them much credit before for being of any importance in radio—although there wouldn't be any radio without them. When we started the campaign we used testimonial documents from only the most prominent of the broadcasters. Since the first advertisement in the series appeared last autumn, few days have passed which did not bring mail informing us that Station SOANDSO is also using the Day-Fan receiver in lending a critical ear to its programs and that perhaps we might want to mention the fact.

It has been a most satisfactory campaign and we believe it will prove increasingly so as it continues. It seems to me that every business offers a similar advertising opportunity if one searches hard enough to find it. Radio is not the only field where the claims of rival manufacturers are so alike that the advertising is capable of being interchanged with neither loss nor gain. A good idea, a basic idea, well carried out, costs no more than a hazy one—and it surely does pay for itself in sales.

Appoint Evans, Kip & Hackett Agency

The R. D. Wyckoff Analytical Staff, New York, investor's advisory service, and the Waterbury Cable Service, Inc., New York, have appointed Evans, Kip & Hackett, Inc., New York advertising agency, to direct their advertising accounts.

Lawyer Sees Advertising as Boon to Profession

LAW OFFICES OF
DANIEL N. DOUGHERTY
SAN FRANCISCO, NOV. 29, 1926
Editor of PRINTERS' INK:

Two of my clients refer so often to articles in PRINTERS' INK that I have been reading it quite regularly for several months. To avoid the disappointment experienced at some stands when the issue is sold out, and the consequent trouble of going elsewhere, I am inclosing a check for a year's subscription to be sent to the address on the card inclosed. Begin with the issue of December 2, please.

The article which you published some time ago about advertising by lawyers, headed "The Bar Mysterious" (June 24, 1926, issue) is timely and sound. There is a wide field for legitimate advertising in the legal world. What sound distinction can there be between the exposition of sound legal principles and sound financial principles, for instance? A consumer demand for sound legal advice could be created which would benefit every worthy member of the profession.

D. N. DOUGHERTY.

H. A. Calahan Agency Changes Name

The name of The H. A. Calahan Company, Inc., New York advertising agency, has been changed to Freystadt-Juraschek, Inc. Everett M. Freystadt and Francis Juraschek have bought out the interest of Harold A. Calahan in the firm. Mr. Juraschek is president, Mr. Freystadt, vice-president, and Dorothy Earle, secretary-treasurer.

Fabric Account for Hicks Agency

Coudurier Fructus Descher of New York, Inc., New York, silk and velvet manufacturer, has appointed the Hicks Advertising Agency, of that city, to direct its advertising account. Magazines and business papers are being used.

Rug Account with Edwards, Ewing & Jones

The Deltex Rug Company, Oshkosh, Wis., has appointed the New York office of Edwards, Ewing & Jones, Inc., advertising agency, to direct its advertising account.

J. N. Kirk Joins World Bestos Company

J. N. Kirk, formerly with the Thermoid Rubber Company, Trenton, N. J., has joined the World Bestos Company, Paterson, N. J., brake linings, as sales manager.



Printer's Ink and Glass Are Much Alike—

BOTH have been the backbone of many striking successes.

Printer's ink skillfully used paints convincing word pictures that create desires and build sales.

Glass in the form of attractive containers has taken many a slow moving product out of obscurity into the light of public demand. For glass containers have always been a symbol of quality and purity, and their sparkling transparent walls give their contents the advantage of perfect natural display.

Whatever your product, we can provide an ideal glass container for it. Permit us to quote.

Illinois Glass Co.

ESTABLISHED 1873
Alton Ill.

"Diamond I" Bottles



Seattle Post-Intelligencer

Seattle, Washington

Post-Intelligencer Leads The Coast In Advertising Gains!

THE POST-INTELLIGENCER leads all Pacific Coast newspapers in advertising gains for 1926. According to "Editor and Publisher" figures up to October 31st, this paper has gained 1,599,724 lines over the same period last year, leading the next paper (San Francisco Call) by 298,312 lines!

November Gains and Losses of
Seattle Papers are as follows:

	Lines
Post-Intelligencer . <i>Gain</i>	181,174
Times <i>Loss</i>	27,090
Star <i>Loss</i>	48,230

Eastern Representative
W. W. CHEW
285 Madison Avenue
New York City

Western Representative
W. H. WILSON
915 Hearst Building
Chicago

Coast Representative
T. C. HOFFMEYER
Monadnock Building
San Francisco

A Plan to Prevent Business Depressions

*Washington Bureau
of PRINTERS' INK*

AN interesting report was submitted to the board of directors of the Chamber of Commerce of the United States last week by the chairman of the National Trade Relations Committee, appointed by the board as a result of the National Distribution Conference. This report is the result of hearings in New York and Chicago, held for the purpose of formulating plans by which all industries may co-operate in materially reducing the hazards of surplus stocks.

The report, submitted by Owen D. Young, chairman of the committee, and chairman of the board of directors of the General Electric Company, states that three committee meetings were held, beside the two open hearings mentioned, this year, and that they had two principal objects:

1. To learn of the committee's program for establishing better trade relations between manufacturers, wholesalers and retailers.

2. To obtain the committee's assistance in forming within the individual trade groups, joint trade relations committees composed of these three classes of distributors.

At the hearings in New York and Chicago the trade groups represented were: Automotive equipment, baking, burial goods, building and construction, clothing, coal, confectionery, dyeing and cleaning, dry goods, drugs, electrical supplies, food, furniture, glass, hardware, ice and refrigeration, jewelry, plumbing, saddlery, stationery, textiles, and warehousing. The report mentions that joint committees have been formed in the trade groups of building and construction, burial goods, clothing, coal, confectionery, electrical goods, foods, hardware, paint and varnish, and woolen and worsted materials.

Since the committee was organized on a permanent basis, the report states, the Domestic Distri-

bution Department of the Chamber of Commerce has actively carried on the assembling and co-ordinating of present sources of information and has canvassed the several public and private organizations now collecting statistics. The purpose of this work is to determine such broad business requirements as the following:

1. The accurate determination of sales quotas.
2. The purchasing power of any community.
3. The best locations for factories, factory branches and warehouses, in order to attain the highest efficiency and distribution.

As a step in bringing about these highly desirable objects, the committee adopted a resolution describing the character of those practices which could be corrected profitably by joint trade relations committees. Some of the practices specified were: unjust returns of merchandise, failure to deliver at appointed time, unreasonable cancellations, misrepresentation of merchandise by salesmen, disregard of shipping instructions, failures to confirm orders, salesman's promises which employers cannot fill, selling competitors when line is represented as sold exclusively, accepting orders which cannot be delivered, taking discounts not earned, delivering more than was ordered, and unreasonable demands for concessions.

The report announces a hearing on the Pacific Coast, planned for the spring of 1927, to five associations centered in that part of the country an opportunity to link themselves with the national program.

Fred Freeman Joins Albert Frank Agency

Fred Freeman, until recently art director of the Sunset System, San Antonio, Tex., outdoor advertising, has become associated with the art department of Albert Frank & Company, New York advertising agency.

New Business at Seattle

J. E. Penner, for several years with the J. F. Held Advertising Agency, Seattle, Wash., has started an advertising business at that city under his own name.

We make big books
and little folders to
create new business
for our customers.
Ask to see *The Mir-
acle of Coral Gables.*



CURRIER & HARFORD
LTD · 468 FOURTH AVE., N.Y.C.

Your Own
**MOTION
PICTURES**
INDUSTRIAL-EDUCATIONAL
COMMERCIAL-ADVERTISING

Here's the NEW Year with the
OLD problems:

To make NEW Sales and hold
OLD customers.

Try this NEW medium es-
tablished by OLD hands—
Offering a NEW attack
to the OLD resistance.

Brings you NEW pros-
perity.

Just like OLD times.
Ask for NEW details
About this OLD
standby.

Stanley

ADVERTISING COMPANY

220 W. 42 St

1916 RACE ST

NEW YORK CITY

NEW YORK CITY

Moderate Improvement in Agricul- ture Reported

Washington Bureau
of PRINTERS' INK

THE annual report of the Secretary of Agriculture, published recently, shows that moderate improvement in the agricultural situation, as a whole, has taken place during the last fiscal year. It points out that certain regions have suffered reverses, notably the cotton and the spring wheat States, but finds, on the whole, that the position of agriculture is better now than it has been in any year since 1920.

According to the report, live-stock raisers, dairymen and winter wheat growers have earned good returns. Underlying conditions in the Corn Belt have improved.

"Since the depression period of 1920-21," the report continues, "every agricultural section of the country and every important branch of agriculture has made progress. Recovery has not been uninterrupted; nor, as I have indicated, have all groups of producers shared in it equally. Nevertheless, the gain has been substantial. For the crop year 1925-26, the net income of the agricultural industry as a unit is estimated at about \$2,757,000,000, or 4 per cent more than for the crop year 1924-25. In the same period, the net return on the value of the capital invested in agriculture was about 4.6 per cent, compared with 3.1 per cent in the crop year 1922-23 and only 0.6 per cent in the crop year 1920-21."

The Secretary finds that if the Cotton Belt is the black spot in the agricultural picture for the time being, it does not darken the whole of the picture by any means. Because, in 1922, 1923 and 1924 the South enjoyed a combination of large production and high prices, the Secretary believes that it is unquestionably better able to meet the present emergency than it would have been otherwise, since it has ample resources to finance the marketing of this year's crop.



Proximity to our clients imposes obligation. Bound up as we are in the commercial life of Central New England, our very location makes it imperative for us to give an extra-conscientious service to manufacturers in this great industrial area. Jealously, we must guard our fair name among our neighbors.

THE MANTERNACH COMPANY
Advertising

The Manternach Building - 55 Allyn Street
HARTFORD, CONNECTICUT

A Big Man In a Big City On a Big Occasion

said—"Whether at home or travelling, I find the Boston Transcript meets every demand for a daily newspaper that covers intelligently and properly every field of news, foreign or domestic.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

**Include the
HOTEL BULLETIN
CHICAGO
In Your 1927 Schedule
Advise Us Now
RATES ADVANCE
January, 1927**

The Hotel Bulletin is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

Advertisers receive our "Weekly Confidential Service." This service is acknowledged by advertisers as the most authentic and efficient in the hotel publishing field.

Advertisers contracting for 1927 space now given advantage of present rates.

Send for sample copy and full information regarding service.

The HOTEL BULLETIN, Inc.
BEN P. BRANHAM, President

175 West Jackson
CHICAGO, ILL.

New York Office: 350 Madison Ave.



*world
leadership*

in the production of commercial solvents (acetone and buytl alcohol used in the production of new lacquer finishes, artificial silks, leather and celluloid products) is only one evidence of the faith of outside and home capital in the city of Peoria.

**The PEORIA
JOURNAL-TRANSCRIPT**
**Read in
4 out of 5 Homes**

Write for Merchandising Co-operation
CHAS. H. EDDY CO. Nat'l Representatives
247 Park Ave. Wrigley Bldg.
New York Chicago
Old South Bldg., Boston

and is in a good position to protect itself in some measure against the worst effects of the temporary price slump.

The report then discusses the position of leading crops and the principal agricultural problems. The advantages of co-operative marketing are set forth at length, and it is explained that the co-operative associations reporting to the department at the end of 1925 had on their membership rolls a total of 2,700,000 producers. Allowing for duplication, the report conservatively estimates that 2,000,000 farmers are now engaged in co-operative marketing.

After discussing in detail the important factors of co-operative marketing, the report mentions the progress made by all of the divisions and bureaus and other organizations of the Department of Agriculture. It contains a great deal of information, like the data mentioned, of value and interest to sales and advertising executives, and copies may be secured by applying to the Superintendent of Documents, Government Printing Office, Washington, D. C.

Sponsors State Advertising Bill for Massachusetts

The Massachusetts State Chamber of Commerce is supporting a bill which, should it be passed by the legislature, would create a State advertising board and authorize an appropriation of \$50,000 for the purpose of making known the advantages and resources of the State. If the bill is approved the Governor would appoint a board of three unpaid members.

Brooklyn Community Papers Consolidate

The Home Talk Publishing Company, Brooklyn, N. Y., publisher of *Home Talk*, the *Item* and the *Brooklyn Sunday Star*, has purchased the *Brooklyn Weekly News*. With the issue of December 22, the *News* was merged with the *Home Talk* as the *Home Talk-Weekly Brooklyn News*.

Buy "Camera Art: Photo Classics"

Paul A. Broady and Walter Whiteley Hubbard, who have been engaged in commercial photography, have bought a controlling interest in *Camera Art: Photo Classics*. The offices of that magazine have been moved from Wilmington, Del., to New York.

AGAIN the
SYRACUSE POST STANDARD
leads in National Advertising.

The POST STANDARD carried more National Advertising in November than either of the other two Syracuse newspapers.

It carried more in the Daily edition, and also more in the Daily and Sunday editions combined, than the same editions of the other newspapers.

The circulation of the POST STANDARD continues to grow. In the month of November the circulation of the Daily POST STANDARD was over 58,452 net paid copies per day.

The circulation of the Sunday edition of the POST STANDARD was over 63,257 average copies per issue.

The POST STANDARD reaches the purchasing power in its territory.

Lane Block Inc.

Managers of Foreign Advertising

NEW YORK

CHICAGO

BOSTON

PHILADELPHIA

DETROIT

Do you know the Hotel Market?

IF YOU do not, you need NATIONAL HOTEL REVIEW—dominant in the great hotel industry, serving the needs of the industry for over twenty years in a way that has given it unquestioned leadership in advertising volume.

Consider the facts about the great market served through this outstanding medium. The hotel market is spending hundreds of millions of dollars annually for a wide range of products—not only for fine furniture and fixtures, carpets, silver, linen, etc., but also for the highest types of building supplies, building fittings and hardware, laundry and power plant equipment, electrical devices, elevators and other heavy machinery for the operation of huge buildings.

This is a market decidedly worth cultivation. Its structure is such that you can hit the very bull's eye of the field through NATIONAL HOTEL REVIEW. Here you can gain the friendly attention of the men who plan, build and operate the great hotels of the country.

*We Would Like to Tell You More About the Great Hotel
Market and Its Leading Magazine*

NATIONAL HOTEL REVIEW

A. R. EADIE, Advertising Manager

119 West 40th Street

A. B. of C.

New York

A. B. P.

608 Chapman Bldg.,
Los Angeles

10 S. La Salle Street
Chicago

The Hard-Boiled Technical Man Has a Heart—Appeal to It

The Engineering Advertisers' Association Is Told How to Improve Industrial Copy

REGARDLESS of how valuable trade or industrial paper advertising may be at the present time, it can be made worth a great deal more. Better copy will do it.

Too often, advertisers who use business papers merely "put an ad in the paper." Sometimes it's just a business card. Sometimes it's a mere statement of technical details. It is seldom a well-considered, careful effort to tell the prospective buyer just what he will get when he buys the goods advertised.

In this way, Henry P. Williams, of Williams & Cunyningham summed up his views on "Writing an Advertisement" at the December meeting of the Engineering Advertisers' Association in Chicago last week. Frederic Kammann, advertising manager of the Engineering and Contracting Publishing Company, Chicago, spoke on "copy." His talk appears elsewhere in this issue. Rob Roy McGregor, Director of Public Utility Information for the State of Illinois, told how to journalize engineering stories.

One fundamental principle of advertising is frequently neglected or violated by advertisers, Mr. Williams pointed out. This principle is: the psychology of advertising is a psychology of buying rather than of selling. The buyer presumably has a pretty definite idea of what he wants. He is anxious to know that when he pays his money he is getting what he wants. But nobody ever really pays money for merchandise. The buyer buys the result of having merchandise. Accept that statement, and you must admit that the best advertising is that which presents to the buyer most accurately the results of having the goods advertised.

"Writing an advertisement begins," said Mr. Williams, "with

knowing what you are talking about. The writer must know something about the goods or service he has to offer. The best way I know to get this information is to get it from the maker of the goods or the seller of them. But this is not always easy. The average manufacturer or seller of merchandise seldom knows the buyer's point of view, and advertising must deal with buying, not selling, psychology.

"I realize that in some respects the problems of the engineering advertiser are a little different from those of the clothing advertiser or the automobile advertiser or anyone with a large consumer market; that technical information does play a more important part in selling your goods than in selling many other things. But don't let that fact lead you to forget that the man who buys one of your machines is primarily interested in himself. He buys that machine because of what he believes it will accomplish for him, for the value he will get out of it.

"The next thing to consider is, where is your reader's mind when his eye falls on your advertisement? You have to imagine where it is. There is one universal interest, one fact that we know definitely about every human being; one thing that is present always close to the surface in every man's mind. Every man is primarily interested in *himself*. If you can lead your reader to think you are saying something about him or his business or his interests, he'll begin to read. If you can then give him the feeling that you are trying to tell him something that is, for his own interest, important for him to know, he will keep on reading."

In his essay on Walt Whitman, John Burroughs wrote, "No writer is an artist who is related to his subject by mental or logical grip

House Organs

THE contact men of Arrow Press quickly get the correct picture of what is desired by the House Organ editor. The editors of the ten nationally prominent House Organs produced by Arrow Press, find this intelligent service mighty helpful.

Helpful copies of House Organs produced by us will be sent on request

ARROW PRESS, INC.
318-326 West 39th Street · New York

Boston?

Well established agency man wants to open or operate Boston office for New York firm.

Has moderate but steadily increasing billing which can increase immediately with proper organization support.

Best of references furnished and required.

Address "Q," Box 63, care of Printers' Ink.

alone. He must have emotional affiliation with it." Paraphrasing this, Mr. Williams said that no writer of an advertisement is an artist who is simply trying to sell something. He must have a desire to benefit his reader by convincing him of his advantage in buying it. "Originality is not novelty; it is sincerity," said Carlyle. The reader understands sincerity. He may miss your cleverness entirely or he may be so intrigued by it and by your obvious originality that his interest is given to the way you say it rather than to what you say.

"Without prejudice, my general feeling is that trade-paper advertising can be made worth a great deal more than it is now worth," Mr. Williams continued. "The right kind of copy will have the same effectiveness it has anywhere else. Trade papers are, with a few exceptions, very finely printed magazines; good paper, splendid press work, an agreeable format. But I believe most advertising men will agree with me in saying that the advertisers who use these magazines too often merely 'put an ad' in the paper. At least a lot of the advertising we see looks that way. Sometimes it's just a business card; sometimes it's a mere statement of technical details; seldom is it a well considered, careful effort to make known.

"You are addressing a hard-boiled group of readers; they have their own definite ideas about mechanisms; they're technical men, most of them. But before all else they're human beings. And they're interested in themselves and in the success and profits of their work. They can be talked to like anyone else. I believe advertising in trade and business papers should follow pretty closely the general lines of advertising copy anywhere."

**L. L. Perrin with Northern
Pacific Railroad**

L. L. Perrin, who has been engaged in newspaper work, has been appointed advertising assistant to the passenger traffic manager of the Northern Pacific Railroad, at St. Paul, Minn.

An Announcement

MR. RODNEY E. BOONE

has been appointed

GENERAL MANAGER

of

NATIONAL ADVERTISING

FOR THE

**Atlanta Sunday American
Atlanta Georgian**

**Baltimore American
Baltimore News**

**Washington Herald
Washington Times**

**HEADQUARTERS
9 EAST 40th STREET
NEW YORK**

**CHICAGO
H. A. KOEHLER
929 Hearst Building**

**DETROIT
FRANKLIN S. PAYNE
Book Tower Building**

*A Young Agency
with a Phenomenal
Record Wants an
Account
Executive
and Salesman*

PERHAPS he is now directing several accounts and seeks an agency with a sounder background and more helpful idea of co-operation. Perhaps he has demonstrated his success in selling and building accounts, without being able to bring immediate billing. The opportunity is open to either. Regardless of his billing—we want the man.

HE is probably between 28 and 40, seasoned by years of well rounded experience in agency work. An ability to plan sound, workable campaigns must be evident from his previous work. If he can write sparkling copy so much the better.

ABOVE all he must be a salesman, for his earnings will depend upon his ability to produce. He will be assisted by a genial, competent organization known for the originality of its work and the substantial quality of its clientele. To start with he must accept a moderate salary which will be increased by a percentage of the business he develops. Later on a stock participation can be arranged for.

THE head of this business will personally assist wherever necessary in planning, closing and directing the accounts he gets. The opportunity is an unusual one, so give full details and all particulars you think we should know.

Address Printers' Ink, "E," Box 204

Are Salesmen Burdened with Too Much Detail?

(Continued from page 8)

salesmen with copies of correspondence concerning adjustments or credit matters in their respective territories. The majority of men, however, at least those in our employ, prefer that they be kept fully posted with reference to any correspondence that we have with their accounts and while they don't always take up with dealers matters referred to in our correspondence with such a dealer, it does go a long way toward keeping them posted so that they might know just what attitude and action to take when they call on the dealer.

"Unless the matter of settling payment for an account reaches an acute stage we endeavor to handle all matters by correspondence with the dealer direct. If the account is desirable and we are unable to do anything by correspondence the matter is then referred to the salesman as a last resort, on the theory that such salesman, having closer contact with the dealer, can take up such matters in a diplomatic way and very often get a settlement that our own credit department is unable to get by correspondence.

"We don't believe that salesmen as a rule object to lending their assistance to the credit department on matters of this kind and furthermore believe that any salesman who really has the interest of his trade at heart wants to be familiar with every detail, both in the way of correspondence and such transactions that have developed during his absence. For that reason we supply our men with copies of all invoices as well as every letter written to their trade and such matters of secondary importance can easily be disposed of by the salesman without taking up very much of the dealers' time when he calls.

"We don't expect our salesmen to make elaborate reports or do a lot of clerical work in connection with what has transpired in their

Einson-Freeman Co., Inc.

Announce

the addition to their Service
and Executive Staff of

Mr. William G. Schaefer

as Advisor on Art
Plans—Merchandising

Mr. Schaefer brings to his work a mature viewpoint and a broad experience in all these important phases of advertising, based on an association of over twenty years with some of the leading agencies of the country.

His intimate contact with the advertising, sales and merchandising problems of a long list of America's leaders of industry, added to his wide knowledge of art, will make his counsel a substantial contribution to the soundness of EINSON-FREEMAN plans for Window and Counter Display.

Einson-Freeman Co., Inc.

Lithographers

*Specializing in Window and
Store Display Advertising*

511 - 519 East 72nd Street, New York City

CollegeHumor

ANNOUNCES THE APPOINTMENT

OF

MR. C. W. FULLER

*For the past six years Advertising Manager
of Photoplay Magazine*

AS

ASSOCIATE
ADVERTISING DIRECTOR

WITH OFFICES AT

250 PARK AVENUE
NEW YORK

B. F. PROVANDIE

Vice-President and Advertising Director
1050 NORTH LA SALLE STREET
CHICAGO

December 20, 1926

territory, but we do feel that it is very essential that we get reports from the salesman working new territory or covering such matters in an old territory, such as complaints, changes in style of firm, or in dealer connections themselves as well as any other matter that he feels would be of interest to the house.

"Our own experience bears out the above contention in that the more successful salesmen in our organization are such men who are thoroughly familiar with everything that goes on in their territory and see to it that we are equally as well posted on their own activities."

J. B. McNaughton, sales and advertising manager of the Indian Motorcycle Company, has also tried both methods.

"There is no denying the fact," he said, "that too much clerical work and too many reports can cut down the selling efficiency of a field man. In the majority of cases field representatives are in their territory for the express purpose of selling. Consequently, everything else should be secondary to this particular factor.

"In our organization our field representatives act in a somewhat different capacity from many other lines. Our sales are made entirely through established dealers and the duties of the field representative for this company revolve around the improvement of his established dealers and getting more new dealers.

"In effecting the improvement of present dealers, our salesmen are called upon to do many things which are not found in the routine work of the average field representative.

DAILY SIGNALS

"As one of the items in making certain that every salesman knows how and when his efforts should be directed to the best advantage, we consider it very essential for him to receive carbon copies of all correspondence which goes into his territory. These act as daily signals to him. For example, if a dealer's credit standing is slipping with this company, the salesman

ARTIST VISUALIZER WANTED

January 1st, a nationally recognized agency, located in Baltimore, will have an opening for an art director who is a visualizer, idea man and producer of effective layouts. Experience in agency production essential. The man sought must be able to execute the lower-reaches of art himself and know where to buy the finer art requirements in the open market. Knowledge of typography and engraving is also required.

This is a real opportunity to the right man. In writing please state fully experience, starting salary, age, etc., and enclose few samples of own work. Address "O," Box 62, Printers' Ink.

I will Buy

Recognized
Advertising
Agency

*Write me in
confidence*

"INVESTOR"
Box T66 Printers' Ink

Copy, Layouts, Plans That Produce Profits

Sales Counsellor and Plan Man who has a broad experience and a substantial record of achievement in sales-stimulating activities desires to locate with a reliable concern as Sales Promotion Manager or Director of Advertising.

Am thoroughly experienced in planning, developing and putting into complete operation, sales-stimulating activities designed to secure leads for salesmen, build up dealers' organizations, expand potential markets and increase the volume of business.

Have had Sales, Advertising and Sales Promotion experience with particular concentration on Direct-by-Mail. I can produce sales literature to Dealers and Consumers that operates on a profitable basis.

Am interested in consulting with any large Manufacturer, Service House, Advertising Agency or Distributor who is willing to allow a man full initiative to go into his place and accomplish something profitable and worthwhile. Salary \$7,800 with a chance to make an extra bonus for producing profitable results. Write "Promotion," Box 211, care of Printers' Ink.

Branch Manager

A Sales Executive, between the ages of 35 and 40 years, with a record of proven accomplishment to merchandise a line of products direct to retail merchants is desired by the largest manufacturer of its kind in America. The Branch to be managed is in the Central West with practically unlimited future both as to sales and earnings. The line is sold to Garages, Automobile Accessory Stores, Fleet Truck Owners, Auto Repair Shops, Automobile Dealers, Service Stations, as well as Hardware and General Stores. We will not be interested in interviewing salesmen who aspire to a position of this kind. Only a well-rounded, experienced Sales Executive will be considered. When replying give us full information as to your present and previous connections, advising in detail names of firms, what you have done that makes you feel qualified for the position, your age, whether married or single, and salary you desire to start. All information will be held confidential. Address "U," Box 67, care of Printers' Ink.

positively should know it so that his next call on that dealer will enable him to investigate this situation and extend the dealer every assistance possible.

"It would be folly for him to spend hours in selling the dealer on stocking a certain number of machines and then have the order held up because of the dealer's credit standing.

"The carbon copies will prevent anything of this sort occurring and enable the salesman to automatically have his finger on the pulse of the situation at all times.

"Some organizations say, 'Don't burden the salesmen with carbon copies of correspondence which means nothing particular to them.' We have tried it both ways, sending only the important, vital matters and sending carbon copies of everything. Where the first method is employed there is always the possibility that some executive or some stenographer will forget to make a salesman's copy of the particular correspondence involved. When the other method is employed the carbon copy for the salesman is just automatically made of every letter the same as the regular file copy. When the salesman gets these carbon copies he can very quickly separate the wheat from the chaff. He glances through every one of them and immediately discards the ones which mean nothing in particular to him. The others he retains until the required action has been taken."

We will let E. R. Meyer, secretary and treasurer of the Edison Electric Appliance Company conclude the discussion by summing up the essential difference in the functions of sales and credit departments but emphasizing also the necessity for mixing them on special occasions.

"It is not the practice of our company to send to the salesmen in the field copies of letters bearing upon credit and collection matters. It is only in very rare cases that a salesman is called upon to supply credit information or collect a delinquent account.

"It has been our experience that more satisfactory results can be

If advertising in The Toronto Daily Star sells merchandise for Toronto's retail merchants, it will sell goods for manufacturers and national advertisers, whose consumer contact is through the retail stores. Toronto's retail merchants herewith answer the national advertisers' question.

What Kind of Circulation Has THE TORONTO DAILY STAR

Men?

During the year ending October 30, 1926 The Toronto Star carried more retail men's wear advertising than all other Toronto daily newspapers combined.

Women?

During the year ending October 30, 1926 The Toronto Star carried more retail women's wear advertising than all the other Toronto daily newspapers combined.

Quality?

During the year ending October 30, 1926, The Toronto Daily Star carried more retail advertising for furs, jewelry, pianos and radio than any other two Toronto daily newspapers combined.

Quantity?

For the year ending October 30, 1926, The Toronto Daily Star carried more display advertising than any other Toronto daily newspaper. It led its next nearest competitor by 566,440 lines.

Circulation?

The October circulation of The Toronto Daily Star was 142,770 copies a day. For years The Toronto Daily Star has had the largest newspaper circulation in Canada of any newspaper.

U.S. Representatives:

CHAS. H. EDDY CO.,

New York

Boston

Chicago

Agency Opportunity

A growing, well-financed agency, located in the Grand Central Zone of New York, is looking for an all-around advertising man—one who can get business and develop it with the support of others in the organization. He will share, by agreement, in an equitable division of all profits.

Such a man may now have an agency of his own and be handicapped through lack of capital; or he may be dissatisfied with his present position.

All replies will be held in strict confidence. Address "X," Box 69, Printers' Ink.

Copy Executive WANTED

One of the leading agencies in a Middle Western City of 500,000 has a real need for a strong, capable copy man. One especially desired who can take charge of copy and art departments as well as write clean, forceful advertisements. All communications will be held strictly confidential, but it is desired that full information be given in your first letter. An experienced middle-aged man who knows this section would be preferred, but anyone who can qualify would be considered. A liberal salary will be offered the right party. Address

"Z," Box 212,

Care of PRINTERS' INK.

obtained by handling credit and collection matters through that department directly responsible for the work and the less the sales force is used for this purpose the better off we are.

"There are, however, certain conditions that require contact between the salesman in the field and the credit department. When an order has been received from a new account and is not accepted by the credit department the salesman should, of course, know of this condition. Again when credit is withdrawn from a regular customer the salesman must know that credit has been withdrawn, otherwise he might be placed in an embarrassing position when calling upon such a customer.

"Generally speaking, we believe that the salesman should sell his goods and that the credit and collection department should attend to its own affairs. However, we believe that the salesman should have some appreciation of the purpose of extension of credit and when he receives information in the field that would be of interest to the credit department it should be his business to make a report to the credit department as part of his duty."

Clothing Publications Appoint S. J. Scott

S. J. Scott, formerly advertising manager of the *Tri-State Tobacco Grower*, Richmond, Va., has been appointed Western manager with offices at Chicago, of *The Haberdasher* and *The Clothier and Furnisher* and *The Manufacturing Clothier*, both of New York.

Will Publish "Food and Health Education" Separately

Effective January 1, *Food and Health Education*, which has been published as a part of *The American Food Journal*, New York, will be issued as a separate publication. Its editorial contents will be devoted to the interests of home economics teachers.

Appoints Fred'k A. Spolane Agency

The Prometheus Electric Corporation, New York, manufacturer of Prometheus sterilizers, has appointed the Fred'k A. Spolane Company, New York advertising agency, to direct its advertising account.



for Executives this Free Book

ANSWERS
IMPORTANT
QUESTIONS

How to Register a Trade Mark Why Register a Trade Mark

A non-technical book in the business man's own language.
You can read it in a few minutes.

TELLS—

Exactly what steps to take to secure registration.

Why registration is important and what definite advantages result.

Kinds of marks which can be registered and which ones CANNOT.

When a mark can be considered abandoned.

The qualifications of a good trade mark.

Why trade mark laws are necessary.

And many other important points.

Countless law suits—very expensive in time and money—could be avoided if the parties involved only knew in time the important facts set forth in this booklet. Send for a copy today.

Clarence A. O'Brien

Registered Patent

Attorney

Washington, D. C.

Patent and Trade
Mark Practice
Exclusively.

**Clarence A.
O'Brien**

Registered Patent Attorney

250-A, 9th and G Sts., N. W.
Washington, D. C.

Send me without obligation, your
booklet on the subject of "Trade
Marks and Their Protection."
Also Patents.

Send for a copy today

Name.....

Address.....

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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H. W. Marks

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, DECEMBER 23, 1926

Why Retailers Cut Prices on Advertised Articles

more efficient than our non-price-cutting competitors. Price-maintenance penalizes the more efficient merchant."

Then ask him why the national advertiser bills his goods at a higher price to the retailer than does the non-advertiser. He will answer: "We have to pay for the manufacturer's advertising. However, we don't get stuck. We pass the cost of his advertising on to the consumer. The consumer pays for it. The manufacturer could give us lower prices and the con-

sumer would buy at lower prices from us if the manufacturer stopped advertising."

Read through the printed reports of Congressional hearings on the various bills that have sought to legalize price-maintenance. See if you can find any price-cutting retailer making any admissions on the two questions cited other than the two paraphrased above.

If there should again be a public hearing on this subject we suggest that an article written by Louis J. Ackerman, of Wimbrough & Ackerman, retail druggists of Lebanon, Ind., be read into the record. This article appeared on page 444 of the December, 1926, issue of "Rexall Advantages," issued by the United Drug Company. Mr. Ackerman's contribution is described by the editor of the publication as "thoughtful and significant."

It is more than that. It is remarkable. It is a sincere and honest statement on why prices are cut on nationally advertised products by a retailer who frankly admits that he cuts prices.

"We operate," he says, "in a section of the country in which there are all sorts of cut prices, and human nature is the same the world over, whether in a small town or a large city. Therefore, if you are subject to considerable price cutting on open-market goods, we advise you to adopt our plan, as follows:

"Select a limited number, say thirty, open-market items and price them as low as the price-cutter sells them. Display these items with price-tickets in the windows and on counters and case tops, surrounding them with your own controlled line of merchandise and when you sell a tonic at 89 cents sell in connection with it a box of *Rexall Orderlies* at 50 cents.

"When you sell razor blades at a cut price you always have the opportunity of selling shaving cream, shaving lotion, shaving brushes, styptic pencils, talcum powder, etc., as companion items.

"I am a great believer in Own Goods and always try to sell United Drug Company products, particularly when it is necessary

to sell an open-market item at a reduced price, because Own Goods mean a sure repeat business as well as a larger profit. But first the customers must be brought into the store, and that is why we are willing to sell certain well-known advertised items at low prices. *They are quick sellers, affording a rapid turnover; therefore, it does not cost the average retailer near as much to sell these items as to sell non-advertised goods.*"

That statement tells the whole story, honestly, frankly and fearlessly on price cutting from the standpoint of a price-cutting retailer. There is only one sentence in it that we would dispute, namely, "Own Goods means a sure repeat business." We don't see how this squares up with his admission on the point that it does not cost the retailer as much to sell advertised goods as it does to sell non-advertised merchandise. One of the big reasons why advertising cuts a retailer's costs, as we see it, is that it insures repeat business.

Psychological Bankruptcy "Did you ever hear of so fool a thing as a people stampeded into psychological bankruptcy because they had raised the largest crop in all history of a world-wide necessity?"

Fred W. Ellsworth, vice-president of the Hibernia Bank & Trust Company, New Orleans, asked us the above question in a recent letter. He went on to say:

"It looks now as though the cotton crop will exceed 19,000,000 bales, which would mean an income to the South of \$1,200,000,000 and this is only 8 per cent less than the average annual income from cotton for the last fifteen years, including those war years when cotton was nearly 40 cents a pound. Today, with an annual income of more than \$22,000,000,000 from manufactures, livestock, agriculture, mines and mining, fisheries, and a lot of other smaller activities, cotton is no longer the 'keystone to the arch.'"

Along much the same line, is a paragraph which appears in the December bulletin of the National

City Bank, New York. This is headed: "More Cheerful About Cotton" and some interesting facts are given which indicate that many bankers and business executives feel that the South is not by any means so badly off as early reports would cause one to believe.

However, regardless of how well situated the South may be, the fact remains that the impression has got abroad that the tremendous cotton crop has just about ruined business below the Mason-Dixon line.

The South and cotton are still synonymous in people's minds and so long as that is true, big cotton crops are going to mislead people all over the country into the belief that the South is in a precarious condition.

Within the last several years, three or four Southern communities have advertised on a national basis for the purpose of dispelling this misapprehension and convincing people everywhere that King Cotton no longer controls the destinies of the South. However, the task is too big to be handled by a few communities. The co-operation of all the Southern States in a campaign of education is what is needed. An informed public is never stampeded into "so fool a thing as a psychological bankruptcy."

Backward Industries

That the furniture industry has been backward none will deny. There are many reasons. For one thing, furniture manufacturers have been slow in adopting national advertising to the consumer. A new advertiser in this field is the Kittinger Company, Buffalo, maker of furniture for sixty years. Because the company has grown naturally and steadily, it has never felt the need of going beyond the trade in cultivating its market. During recent years the company has been regularly enlarging its factory in an effort to bring production up to taking care of orders.

The advisability of undertaking national advertising has been receiving the company's serious consideration during the last two or

three years. Consulting its dealers, Kittinger found that they were slowly but surely becoming aware of the value of selling a nationally known line of furniture. Accordingly, the company launched its first national consumer campaign in February of this year.

"We believe," writes C. M. Geyer, sales and advertising manager, "that the time is rapidly approaching, if it is not already here, when the consumer will be influenced very materially in the selection of furniture by the reputation of the maker's name. We know that a great many furniture dealers have seen what national advertising has done along the lines of making selling easier and increasing turnover. The dealer is beginning to appreciate that the manufacturer's reputation plus his own reputation is a bigger influence on the consumer than his own reputation alone."

Here, perhaps, is an important factor in the backwardness of the furniture industry, and probably a reason why other industries believe they cannot advertise to the consumer, namely, that dealers are not convinced that the reputation of the maker's name is of value in influencing the consumer's selection of a product. Dealers in furniture have handled other advertised products for years—Simmons Beds, Victor Talking Machines, Sellers Kitchen Cabinets, Congoleum Rugs, Imperial Tables, sectional bookcases, radio, players and pianos, oil cook stoves and heaters, refrigerators and electrical appliances. Why have they been so slow to recognize the value of national advertising on furniture? Is there not a suggestion here for manufacturers in other lines to bring their dealers around to an eager and enthusiastic acceptance of national advertising by pointing out its benefits in connection with allied and associated products?

Hassan and the Queens

The merchants of Chorlogbad, which is the capital of Jhutapore, lived by selling finery to the queens of the nawab's house and the ladies of the greater and lesser nobility.

Thus the bazaar was greatly resorted to, and the traders multiplied in number, so that they must cast the net for buyers, and some waxed poor because there were not queens enough to go around. Moreover, the ladies of Jhutapore became over-critical, and would go from shop to shop throughout the length of the bazaar, to find the lowest price and the most attractive fabrics.

Thus it came about that when the caravans were made up and the sons of the merchants went out upon the Golden Road, they sought diligently in far countries for unscrupulous fabricators, that the hand of deceit might deceive the eye of vanity; and the bazaar was crowded with false wares.

But the merchants said, "It is well; for by the beard of the Prophet, upon whom be peace, if our linens live not long and our silks go quickly into holes, per-adventure we shall sell others to replace them." Yet did the ladies murmur under their veils and the voice of complaint was heard in the ear of sympathy.

But Hassan, the Son of Ali, was more subtle than all the merchants of Jhutapore, and he bade his son ride quickly, and alone, letting the teeth of discretion curb the tongue of loquacity, and return with a great store of worthy merchandise. Which being done, he made haste to offer it in his shop and moreover sent messengers to whisper at the doors of the zenanas: "If you buy it at Hassan's, it's good."

This caused great wonder, and was told to the queens and the ladies of the nobility, so that they came in haste to see what there might be in it, and the roadway was blocked with their litters. Thus the son of Hassan must hasten for more wares and the other merchants murmured among themselves, for the draft of rivalry blew cold on the bones of unsuccess, as saith the infidel William, the son of Rogers. And when they had heard how this had come about they said among themselves: "Bismillah! By the seven gates of Tophet, it pays to advertise."

In Philadelphia **The Inquirer**

Dominates the Field

Why? Because The Inquirer has always been a **FAMILY** newspaper—has always been **HOME DELIVERED** before breakfast **EVERY MORNING**—and because its merited reader - confidence means constant results for aggressive advertisers—both local and national.

Lineage in All Philadelphia Newspapers for the First Eleven Months of 1926:

INQUIRER	20,208,600
Bulletin	18,961,200
Ledger	14,614,200
Evening Ledger	13,967,100
Record	8,076,900

The Philadelphia Inquirer

Branch Offices

NEW YORK	CHICAGO	SAN FRANCISCO
285 Madison Ave.	Woodward & Kelly	610 Hearst Bldg.
	360 N. Michigan Ave.	

Advertising Club News

Advertising Affiliation to Meet at Erie

The annual convention of the Advertising Affiliation will be held at Erie, Pa., on May 20 and 21. Charles Percy, of Cleveland, is president of the affiliation which includes advertising clubs from Buffalo, Cleveland, Rochester and Erie, and Hamilton and London, Ont.

"Reaching Greater Markets," the theme of the meeting, will be discussed from three angles, merchandising, advertising and selling, according to the tentative plan.

* * *

Poor Richard Club Honors F. C. Ives

On December 16, at a special luncheon of the Poor Richard Club, Philadelphia, Frederick C. Ives, was presented with a gold medal inscribed: "Presented to Frederick C. Ives for his inventions in halftone printing." The meeting was presided over by Morton Gibbons-Neff, president of the Club, who presented the medal to Mr. Ives. William Innes briefly sketched Mr. Ives' inventions in the fields of halftone and printing.

* * *

Paul N. Lewis Addresses Philadelphia Art Directors

Paul N. Lewis, manager of the copy department of N. W. Ayer & Son, Philadelphia, on December 16 addressed the Philadelphia Chapter of the Art Directors' Club on the rapid development of art in advertising. He laid emphasis on the fact that "there is no difference between commercial art and 'art for art's sake.'"

* * *

E. J. Enoch, Vice-President, Bridgeport Club

Edwin J. Enoch has been named vice-president of the Advertising Club of Bridgeport, Conn., succeeding Benjamin Parker, resigned. George C. Vedder, secretary, also has resigned and is succeeded by Claude Hermanson.

* * *

Baltimore Club Appoints P. R. Bundick

P. Ross Bundick has been appointed chairman of the committee to arrange for the annual dinner of the Advertising Club of Baltimore. The affair will be held in February.

* * *

Advertising Course Planned

The Advertising Club of Lafayette, Ind., which was organized a few months ago, will start an advertising course next January.

New York Women's League Broadcasts

The New York League of Advertising Women recently broadcast a half-hour program from radio station WRNY. Miss Helen M. Rockey, president of the League, spoke on the work of women in advertising. With much of present-day advertising addressed to women, Miss Rockey declared that it was the advertising woman's work to see that this advertising appealed to women.

"We are representatives of the great body of women purchasers," Miss Rockey said. "We are their eyes, their ears. We try to express their wants and dislikes, so that only advertising which will appeal to women, which will answer their questions in advance, will appear."

* * *

Financial Advertisers Plan Mid-Year Conference

The mid-year conference of the Financial Advertisers Association will be held at New Orleans, March 10 to 12, 1927. It will be attended by officers, directors and members of the Advertising Commission. One of the matters of business which will come before the conference will be the selection of the meeting place and dates for the association's convention in 1927.

* * *

Fifth District to Meet in January

The convention of the Fifth District of the International Advertising Association will be held at Columbus, Ohio, on January 24 and 25. This district includes Ohio, Michigan and West Virginia.

A. W. Neally, of the Advertising Club of Dayton, Ohio, has been appointed chairman of a committee to arrange for attendance.

* * *

H. S. Ames Heads Dayton Bureau

H. S. Ames, merchandising manager of the Rike-Kumler department store, was elected president of the Dayton, Ohio, Better Business Bureau at its annual meeting last week. J. Horace Lytle, of the J. Horace Lytle Company, advertising agency, was elected trustee of the advertising group of the Bureau.

* * *

Kansas City Club to Resume Sales Managers' Meetings

The meetings of the sales managers' departmental of the Advertising Club of Kansas City, Mo., will be resumed after January 1. C. M. Parrell, vice-president and general manager of the Irving-Pitt Manufacturing Company, is chairman of this group.

Bond Selling in Need of More Advertising

An increased and more effective use of advertising in the business of selling bonds was recommended by A. E. Bryson, vice-president of Halsey, Stuart & Company, bond house, in a recent talk before members of the Financial Advertisers' Association at Chicago. He declared that bond distributors could increase their volume of sales and decrease selling costs by a greater cultivation of the substantial salaried class.

"It is in this field," he said, "that advertising can be most effective. Without advertising, salesmen find it a hard field to cultivate profitably. Much of our present advertising is ineffective in this field. Our impressive lists of securities, our prating about how old we are, how honest we have been, and how respectable our ancestors were, fail utterly to register."

* * *

Meat Industry Needs Co-operative Campaign

"One of the big problems which we must face soon is a co-operative advertising campaign to increase the consumption of meat," B. W. Campton told members of the Advertising Club of Los Angeles. Mr. Campton is vice-president of the Associated Meat Company.

"Such a campaign will undoubtedly soon get under way," he said, "for the packers are working together now. Nothing in the world will bring men together quicker than trials, and tribulations." While the meat industry "is the largest food industry in the world," Mr. Campton sees some "stern problems" to be faced in the future. "New substitutes for meat are being continually offered," he said, "and even though they do not have the flavor and tastiness of juicy meat they nevertheless draw a certain number of people to them."

* * *

Newspaper Representatives Elect Officers

George Noe, of Cone, Rothenburg & Noe, Inc., was elected president of the Newspaper Representatives Association of Chicago at the annual meeting of the association last week. The other officers elected for 1927 are:

Fred Parsons, The Ford-Parsons Company, vice-president; Berry Stevens, Howland and Howland, secretary, and H. E. Scheerer, Scheerer, Inc., treasurer. J. J. McConnell, of J. P. McKinney & Son, W. H. Stockwell and F. E. Crawford are the newly elected directors.

* * *

Will Register Guests

Guests at future meetings of the Milwaukee Advertising Club will be registered and the resulting list used as a source for prospective members.

Where Britain Has an Edge on America

LONDON, DEC. 1, 1926.

Editor of PRINTERS' INK:

Excuse me for butting into the Schoolmaster's lesson, but I would really like to add some useful information to the lecture on bath tubs. (Your issue of November 18.) The member of the class who has been contradicted on his statement that "Americans have more bath tubs per capita than any other nation, not excepting England," is, I should think, quite right; but he isn't going to get away with the "daily tub habit."

British people of the upper and middle classes have been subject to this commendable habit for as far back as bath tubs have been possible. And even to the lower class—to whom baths have not always been available—the weekly bath has always been a regular habit. Even if a washing bath has been called into service. In this respect I would mention that when the British Army first went to France in the World War, the peasants behind the lines were actually astonished that, in lieu of a proper bath, the "Tommys" would strip to the waist and wash themselves under the village pump in the open air.

So we have the "habit," even if we cannot claim the biggest number of bath tubs per head. And to meet this deficiency practically all of the poorer districts of working people have what are termed Public Baths. In these buildings you can have for 6d. or even 3d. (12 cents and 6 cents) a private bath with hot and cold water. There are very few private houses, however, with a bath to every bedroom.

Perhaps America's ideas will give us these some day.

REGINALD H. W. COX.

Winter Campaign for Florida Hotel

The Associated Advertising Agency, Jacksonville, Fla., is directing a winter advertising campaign for the Hotel George Washington, of that city. Newspapers in the United States and Canada and general and class magazines are being used.

A new campaign, planned for next summer, will advertise the George Washington as a year-round hotel.

Austin F. Bement Agency to Open Chicago Office

Austin F. Bement, Inc., Detroit advertising agency, will open a Chicago office. Claire C. Loveless will be manager.

F. R. C. MacDonald with Eastern Dairies

F. R. C. MacDonald, formerly with National Publicity Limited, Montreal advertising agency, has joined the Eastern Dairies Limited, also of Montreal.

The Little Schoolmaster's Classroom

"WHEN I get to be a millionaire I'm going to carry a cane," remarked a friend of the Schoolmaster several years ago. "I should like to now, but I'll confess I don't dare. My friends would make life miserable for me."

One crisp Sunday afternoon recently the Schoolmaster met him out walking. In his hand was the smartest of Malacca sticks.

"Congratulations on landing the million," was the scholarly greeting. "When did it arrive?"

He grinned.

"Never forgot that boast, did you? That first million is still several long jumps ahead of me, but I decided not to wait too long for my cane. The fact is, my intestinal fortitude got a little reinforcing the other day."

With that he showed the Schoolmaster a folder his furnishings store had sent him. It was entitled: "Walking Sticks—Why I Carry a Cane." Here are the reasons advanced: "1. Because it is good for one's health. The use of a cane naturally pulls the arms back and expands the chest—it prevents round shoulders and a stooping gait. 'It sets one up.' 2. Because it adds zest to life. It enhances the joy of walking. One gets to love one's cane as a smoker loves his pipe. A good cane not only looks smart but makes one feel smart! 3. Because I feel I am in fashion. In all centers of civilization well dressed men carry canes. Without a cane neither prince nor peasant is properly equipped."

How many thousands of potential buyers are there, wonders the Schoolmaster, who have never become actual buyers because no one has ever presented them with reasons that would justify the purchase they wanted to make? Isn't it true that many of us are afraid at times to be ourselves? We shrink from carrying our likes and dislikes into action. We crib,

cabin and confine our individualities and thereby deprive ourselves of useful and pleasant accessories to the job of living because of what we believe others may think.

Advertising should inform possible customers of the reasons for buying a product and it should also keep them sold on the product after it has been bought.

* * *

For some years the Schoolmaster has observed the "Well-Dressed Man" going in for the use of handkerchiefs as a decoration. He has been putting a fresh laundered handkerchief in the upper pocket on the left-hand side of his coat and allowing the corners to peep out over the edge of the pocket.

Off and on the idea has appealed to the Schoolmaster, but he must



KEEP A FRESH 'KERCHIEF IN YOUR UPPER COAT POCKET. THE FINISHING TOUCH FOR THE WELL DRESSED MAN.

YOU PAY AS MUCH FOR SUBSTITUTES AS FOR STANDARD GOODS. DEALERS DO NOT.

own up to the fact that he hasn't had the temerity to carry it out persistently. He knows, beyond all doubt, that there are countless other males like himself who would put a handkerchief in that pocket regularly if they didn't feel self-conscious about it. So for years the Schoolmaster has wondered why handkerchief manufacturers have failed to advertise this idea of the well-dressed man to the timid and self-conscious males of the country.

Now it turns out that the Scalpkerchief people have started to push the idea. A slip that is enclosed with a package of handkerchiefs of this advertiser, which is reproduced herewith, tells the story. In the Schoolmaster's opinion, that enclosure is a good step, but it is only a beginning. There is also a real copy angle

Select a Profitable Market Then Go After It

Office and Loft Buildings, Apartments, Apartment Hotels, Large Garages, Y. M. C. A. Buildings, Public, Government and Corporation Buildings.

THE enormous expenditures each year for materials and equipment used for constructing the new buildings of the above types and for maintaining those already built, warrant the careful consideration of manufacturers. How can these markets best be reached? What are the buying habits? Who are the men who have the final selective power?

These questions can best be answered by the fact that most important manufacturers are now securing their share of this business by going after the owner and his executive, the building manager. Here are a few representative concerns who are using BUILDINGS AND BUILDING MANAGEMENT regularly to sell their products to these men:

Westinghouse Electric & Mfg. Co., U. S. Rubber Co., Otis Elevator Co., National Tube Co., U. S. Gypsum Co., Indiana Limestone Co., Johnson Service Co., Eureka Vacuum Cleaner Co., National Lead Co., Cutler Mail Chute Co., Kewanee Boiler Co., A. P. W. Paper Co., A. M. Byers Co., General Electric Co., Mississippi Wire Glass Co., Reading Iron Co., The Tyler Co., Truscon Steel Co., Sloan Valve Co., S. W. Straus & Co., C. A. Dunham Co., E. I. duPont de Nemours & Co., Dahlstrom Metallic Door Co., Bonded Floors Co., Minneapolis Heat Regulator Co., Edwin F. Guth Co., Glidden Co., American Carbonic Machinery Co., Richards-Wilcox Mfg. Co., National Paper Products Co., Powers Regulator Co., Mueller Co., etc.

Include in your selling plans for 1927 the men who make the final decisions—the building owner and manager. You can tell your story to these important executives thru their business paper, BUILDINGS AND BUILDING MANAGEMENT. Write us about it today.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

New York Office—100 East 42nd Street



Keeping in close touch with the Far West's advertising activities

is possible through reading the 120 to 150 page monthly issues of Western Advertising. Specializing in food and community advertising; general articles on markets, selling technique; reproductions of characteristic western advertisements; covers in color, special art features; hundreds of news items, etc., etc. Complete your list of necessary advertising literature by subscribing now—trial subscription six months, \$1.00.

WESTERN ADVERTISING

564 Market Street • San Francisco

[A subscription placed now will include the Annual Review Number (February)—big value in itself]

ARTIST — IDEA MAN

For Assistant-Director of Art-Department, must be experienced, versatile and able to create high grade layouts, and some finished work for wide range of direct mail, publication and display advertising, and must have knowledge of type, plates, and printing. Write, giving fullest information, references and salary expected, and send samples to Art Department. LIVERMORE & KNIGHT CO., Providence

MATS for dealer advertising cuts

or for any advertising or publicity. Service as complete as you want — art work, engraving, composition, shipping, etc. Shopping News, Cleveland

Photostats

of any subject —

By Photographers

Fast Messenger Service

PACH BROS.

28 West 44th St. Murray Hill 2597



in this idea for the display advertising of the Sealpackerchief company.

There's a lesson in this incident, by the way, for manufacturers other than the makers of handkerchiefs. That lesson is: Check up periodically, every year or two, on the uses consumers are making of your product. You may find them using ideas that if pushed can bring you a market bigger than your original market.

The Schoolmaster isn't through with that Sealpackerchief enclosure yet. On the bottom of it there is a paragraph which reads:

"You pay as much for substitutes as for standard goods. Dealers do not."

That paragraph, in the Schoolmaster's opinion, almost tells the whole story of the conflict between retailer and advertiser. The Schoolmaster would suggest the addition of only one more sentence: "The retailer who tries to substitute doesn't recognize that our advertising made you buy this product and thus cut his selling costs."

* * *

In last week's issue of PRINTERS' INK, there appeared an editorial entitled: "The Dangers of Customer Ownership," which sketched some of the troubles that may be brewing as a result of the wide distribution of preferred and common stocks among customers and employees. The point the editorial sought to make was vividly demonstrated to the Schoolmaster in a recent conversation with a salesman selling an electric appliance.

"Practically every salesman on our force," this salesman told the Schoolmaster, "owns stock in the company making this machine. Our holdings vary from five to thirty shares. Most of us bought the stock about a year ago, when it was selling at around 26. Later on, the stock rose to 32 and higher. During the last few months, however, it has dropped regularly and yesterday it made a new low when it sold under \$6 a share."

"Nobody appears to know why

WANTED:

High Grade Sales Promotion Man

One of the largest advertising agencies wants a man, mature but still young, to cooperate with retailers in solving their local advertising problems.

The man we are looking for must have sales ability, personality and practical experience in retail advertising.

His work will consist of studying the selling and advertising problems of the retailer, of cooperating with the agency in the preparation of advertising material to be used locally by the retailers, and of helping the retailer to take greater advantage of his opportunities for re-sale.

This is an unusual opportunity for the right man who has real ability and wants to be associated in a big way with one of the leaders in advertising and marketing.

Address "V," Box 64
Care of Printers' Ink

stating age, experience, previous connections and salary expectations.

Who Sells the Bulk of the Building Material?

Lumber dealers do. The scope of their business is increasing yearly. 35 to 50% of their sales are other than lumber. Good credit.

Write for survey listing items handled.

American Lumberman

Est. 1873 CHICAGO A.B.C.

AGENCY, PUBLISHER OR NATIONAL ADVERTISER

connection wanted by young man of twelve years' Agency Space Buying and Production experience. Present Space Buyer and Manager of small sized Agency—Sterling credentials of recommendation from present employer.

"A," Box 213, Printers' Ink.

Sales Representative in Chicago

wants to represent products allied with the shipping industry or paper trade. Have 15 years' experience selling shipping room supplies and paper products in this territory. Age 38; university education; pleasing appearance and personality, and would entertain sales proposition with good possibilities, even though not in above field. Best of references. Available January 1st. Address,

"R," Box 65, care of Printers' Ink,
230 South Clark Street, Chicago, Ill.

Slogans, Headings, Phrases For Your Advertisements

Will be glad to work with agencies, advertisers or billboard companies in helping them work out headings, slogans and phrases with a real selling punch.

L. J. KELLER
Room 1914, 200 S. State St.
Chicago

—that is, nobody except the insiders who have been selling thousands of shares every day. The machine is as good as any on the market; we have been selling it at a good rate and yet I have a paper loss of over \$200. You can just about imagine how well disposed our staff is toward that company. If our boss would take on a competing machine we would all be tickled.

"And there's another point. The people I sell to are all rather well to do. Most of them read the financial page carefully. Several of them have said to me: 'I've noticed the bad slump the stock of the company making this machine has taken. There must be something radically wrong and I'm going to wait until I've found out what the bad news is.' How am I going to answer that objection?"

The Schoolmaster admitted his inability to help. This salesman's remarks did leave him with the thought, however, that some day, some manufacturers are going to find that having a widespread ownership of preferred and common stock is not all sugar and honey.

* * *

Of late, the Schoolmaster has noted several advertisements in which a foreign language or script has been used. He has quite frequently had his suspicions as to the correctness of the foreign "lingo" but has never until recently noticed anything absolutely wrong about it.

This morning, however, he noticed an advertisement in which some Chinese script was used. The Chinese was printed as though it were English—it should be just the reverse. The Chinaman draws his characters from the right to the left.

Of course, probably only one person in a thousand may know this fact, but that man likes to show his friends what he knows, and they in turn must show their friends what *they* know. It may be that an error of this sort does no particular damage. Nevertheless it behooves advertisers to

To the Presidents and other Executives reading PRINTERS' INK

J For those of you who are confronted with the task of looking further than your own organizations for the *one* man to fit into some highly responsible and creative position, there is a most satisfactory solution which may not have suggested itself.

J A full-page advertisement in PRINTERS' INK, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a class of responses that will be a revelation. We write this advisedly, from the experiences of manufacturers who have used the plan with marked success.

J PRINTERS' INK is read closely by many successful business men already holding important positions, and to these, as to the rank and file, a real opportunity for growth in a wider field, with greater earning power, is always attractive.

J Instead of depending upon the range of your own personal acquaintance, why not put a frank advertisement over your own name in PRINTERS' INK? It is quite likely to result in your hearing from men whom you would not otherwise think of approaching.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - New York City

AVAILABLE

To Advertiser or Agency

A thoroughly-trained, energetic advertising man without frills—who has always worked hard at his job of making advertising sell merchandise. And who can prove his case from his past records.

EXPERIENCE

At present, Merchandising Advisor and Plan Writer for N. Y. agency. 6 years as Sales and Advertising Manager for well-known National advertiser. 5 years as Asst. Advertising Manager in publishing business. 1 year as Expert in Commerce for U. S. Govt. 2 years as Office Manager for Photo-Engraver.

QUALIFICATIONS

Honest-to-goodness experience in creation and execution of comprehensive sales plans. Practical knowledge of mechanics of advertising—keen buyer of art, engravings, printing, etc. Flair for writing simple copy that sells. Well-regarded by all previous employers. Thorough college education.

Anxious to connect with reputable organization, where an opportunity exists for permanent relationship, possibly as a member of the firm ultimately.

Address "Y," Box 210, Printers' Ink.

PRODUCTION MANAGER

Open for new connection on January 2d. Five years' agency experience. Know all requirements of the department from art to finished job. Have handled national accounts. 32 years old, married, Christian, moderate salary desired. May I call for an interview?

Address "C," Box 215,
Printers' Ink, 185 Madison Ave.

Syndicate Advertising Executive Wanted

There is an excellent opening in a New York Advertising Agency for a man who has had extensive experience directing syndicated Advertising. Knowledge of syndicate sales, production and copy essential. Salary commensurate with ability and experience. Replies to "B," Box 214, Printers' Ink, will be held strictly confidential.

watch their p's and q's when using a foreign language.

* * *

Political motives often lead to the singling out of a particular industry as a foot ball for kicking up public alarm. Undoubtedly members of the Class in every city can recall some local enterprise which has been subjected to such attacks. It is a penalty of leadership that these attacks cast responsible and reputable business heads in the role of villains who are without scruple in furthering their own ends.

There was a time, the Schoolmaster remembers, when those subject to such attacks were left well-nigh defenseless. Through quick and able use of advertising, however, the effect of such selfish slurs is now made dangerous to those who instigate them. By the death at Nice, France, last week of Loton Horton, the Schoolmaster is reminded of a straightforward campaign which Mr. Horton undertook back in 1920 when he and his industry were being vilified.

He was president of the Sheffield Farms Company, which is engaged in the business of distributing milk. Wide circulation was given to stories which endeavored to picture the milk distributor as a greedy and rapacious individual who was responsible for the annual loss of thousands of lives. These insinuations were promptly met in the newspaper advertising of the Sheffield company. The refutations appeared over the personal signa-

A BUILDER OF More Interesting Copy Available

A man of ideas, initiative and practical experience in producing text that grips the buying interest on a wide range of subjects for publications, catalogues, folders, sales letters and direct mail matter. A dependable worker whose creations have been the subject of articles in *Printers' Ink*, *Class and Advertising* and *Selling*. Skilful in layout and display, and who knows type values and all details from creation of idea and plan to finished presentation. Experienced house organ editor and writer of special descriptive articles. Doing free lance work at present. High class references as to ability, industry and character. Address "W," Box 68, Printers' Ink.

ture of Mr. Horton. The following excerpt illustrates the vigorous style which he employed:

I am weary of being called a crook and a thief—a baby-killer—a man without a conscience, who laughs while the cradles of his being robbed and underfed women are going to their graves. It is strange that an American citizen, in America, should be compelled to submit to long and persistent attacks of this kind by privileged critics who can't be held to account for what they say and do.

The Schoolmaster feels that no comment on the passing of Mr. Horton would be complete without

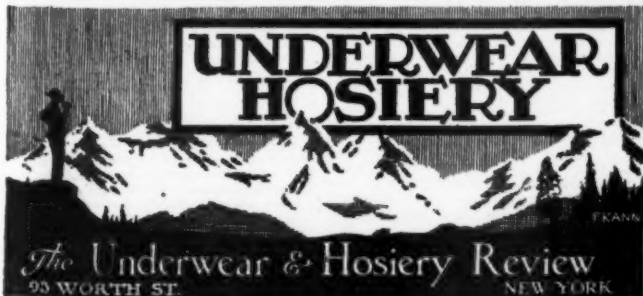
paying tribute to his contribution to advertising's accomplishments. Advertising is duly credited as a builder of prestige. He has helped to emphasize another phase, its power as an ally in thwarting mud-throwing campaigns against honorable reputations.

W. C. Tichenor Advanced by Birmingham "Post"

W. C. Tichenor, advertising manager of the Birmingham, Ala., *Post*, has been appointed business manager.

CANADIAN ADVERTISING SMITH, DENNE & MOORE. LIMITED

TORONTO—92 Adelaide Street West



**UNDERWEAR
HOSIERY**

The Underwear & Hosiery Review
93 WORTH ST. NEW YORK

Multigraph Ribbons Re-inked

OUR *SWIFT*

Send 3 Ribbons
to be Re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' and Bookbinders' Equipment—machinery, type, supplies, Kelly presses—cut-cost material. Send for revised preused machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

Opportunity for active man with capital—old business—new field—now operating—exceptional profits—capital required for expansion only, secured and part of principal returned monthly with monthly profits. For particulars address Box 810, Printers' Ink.

High Grade Publication Wanted. Printing plant in Central New York can take contract for printing High Grade Small Publication. Well equipped plant—Monotype, 2-color Press, exceptionally good Composing Room and Bindery equipment, etc. Box 808, P. I.

PUBLISHERS—An up-to-date publication plant, 30 minutes from N. Y. C. can handle two or three more publications to advantage. Publishers seeking excellent service and reduced overhead are invited to investigate. Jersey Printing Company, 10 W. 23rd Street, Bayonne, N. J.

Publisher's Representative Wanted living in Chicago to cover Western territory for a special publication established eight years, national in scope. Applicant must be an experienced solicitor. Liberal commission basis. Drawing account after ability demonstrated. Box 827, P. I.

Young man who is "pinch hitter" for boss of trade paper and who thinks he has enough ability to start a paper, will be financed by the undersigned. State brief details, the trade, and estimated capital necessary. Will hold confidential. Address Box 818, care of Printers' Ink.

PHOTO-ENGRAVING SALESMAN

If you know, sold and control Photo-engravings, this is an opportunity to represent the most modern equipped Photo-engraving plant in New York City, operating day and night, known for its quality and service. Drawing account and commission. Replies will be treated in confidence. Box 828, Printers' Ink.

TO SALESMEN OF ADVERTISING SPECIALTIES

Results from our advertisements in **PRINTERS' INK**, Nov. 18, and December Monthly, convince us there is a big undeveloped market for Ray-O-Lite and Quick-Lite Pocket Lighters, as advertising novelties. The first order that arrived was for \$1,000. Others also were for large amounts. If \$100 a week commission interests you, write at once for complete details. Rapid Mfg. Co., 799-A, Broadway, New York.

HELP WANTED

JINGLE OR SLOGAN WRITERS

capable of composing short snappy jingle advertising for the majority of retail lines, address full details Box 807, Printers' Ink.

Photo Engraving Salesman

wanted by a modern up-to-date plant. Excellent opportunity for the right man. Box 822, Printers' Ink.

ARTIST WANTED

Versatile Artist with agency experience wanted by growing Florida agency. Submit samples and state age, sex, experience and minimum starting salary. Box 833, Printers' Ink.

Artist—One familiar with retouching, layouts, pen and ink and wash, in art department of Central New York engraving house. Send samples of work with letter, state experience and salary expected. Box 811, Printers' Ink.

WANTED—Assistant to Circulation Manager of national weekly published in Cleveland. State experience (mention knowledge, if any, of A.B.C. rulings, subscription fulfilling systems, subscription agents' work, mail order promotion) age, present position and salary. Box 816, P. I.

AGENCY CORRESPONDENT—Excellent opportunity for Advertising Man with shorthand and typing ability, as secretary to President of a New York Agency. Able correspondent with knowledge of selling Advertising service can develop into contact end within a short length of time. Box 825, Printers' Ink.

An Opportunity in Business

We need a sales representative of high reputation in every city and industrial section of the country. Good territories still open to men who wish to build up a business of their own. Write for details. Box 830, Printers' Ink.

Advertising Display Salesmen

A firm manufacturing high-grade advertising displays of a diversified character, incorporating the new screen paint process in its finest application on cardboard, wood, metal or fabrics of any kind, is in immediate need of two or three experienced salesmen. To the right men we can offer an attractive proposition. Please do not answer this ad unless you feel that you can connect with a prosperous concern of this kind and produce results within a reasonable time. State fully experience, whether connected at present or not, and telephone number. Box 835, Printers' Ink.

ADVERTISING SALESMAN wanted by publisher of an established trade publication. To an experienced, successful producer with an acquaintance among National and Eastern Advertisers and Agencies is offered an attractive opportunity. Write fully confidential. Box 817, P. I.

Mail Order Manager

Prominent book publishers want manager for well organized mail order department. Must be expert in getting lists, thoroughly familiar with their various sources. Box 829, P. I.

WANTED—ARTIST

A large, high class Label manufacturer offers a fine opportunity to an adept and skilful original sketch artist. He must be thoroughly experienced at colored Label designing and capable of handling men. Please state past and present connections also salary expected. All communications will be treated with the utmost confidence. Position in Middle West. Address Box 809, P. I.

MISCELLANEOUS

LIGHT MODERN LOFT

Sprinkler, 3 elevators, steam heat, 56x100. Suitable for Printing purposes. Apply superintendent 146 West 35th St., or Cortlandt 3850.

POSITIONS WANTED

Young man (38) desires position as advertising manager. Fifteen years' experience in agency and technical field. Married; Christian. At present employed. Box 824, Printers' Ink.

Display Man of national reputation is available January 1, to manufacturer wishing to promote his product through display windows. References and samples to favorable inquiry. Box 813, P. I.

Young Man seeks connection as assistant to publication or agency executive. Now assistant advertising manager of large national concern. Well educated. Competent. \$45. Box 815, Printers' Ink.

N. Y. U. Sophomore—Evenings, specializing in copy writing, with two years' experience in advertising agency, wants position as junior copy writer, preferably with a small agency. Box 819, P. I.

Capable Assistant Editor

Young woman, 7 years with Butterick Pub. Co., wants responsible position. Box 821, Printers' Ink.

ADVERTISING ARTIST

Versatile—wishes to connect with a reliable concern to execute and direct their art work—backed by a thorough knowledge of mechanical requirements. Box 812, care Printers' Ink.

ADVERTISING—SALES PROMOTION MANAGER

Unusually broad experience. Capable handling big proposition or developing smaller one. Location in middle west, west or south preferred. Box 831, P. I.

Production Manager with 15 years' experience, also office manager and space buyer. Have produced entire catalogs and made layouts. Have reputation as an economical buyer. Address Box 832, Printers' Ink, Chicago Office.

Position wanted with agency publication, manufacturer. Young married man, experienced statistician and department manager, surveys, research, special reports, correspondence, office routine. Christian. Box 834, Printers' Ink.

WOMAN COPYWRITER. Fluent, versatile writer with thorough agency and department store experience in fashions, cosmetics, furniture. Understands production. Position wanted in or near New York City. Box 823, Printers' Ink.

Several years' experience in Progress Editions, also Anniversary, Industrial and Commercial and Historical Editions and Subscription Contests. Ready for action on short notice. Walter B. Montgomery, Lincoln, Nebraska.

Seek position as assistant to busy executive in agency or adv. dept. of mfr. Six years' copy production, sales experience in newspaper and printing plant. Twenty-nine years, college graduate, married, employed. Box 837, P. I.

Research Executive, young woman, in thirties, for 5 yrs. in charge of research work for largest agency in midwestern city, considering new connections in this field. Preference Middle West, but location no object where opportunities exist. Box 820, Printers' Ink.

Advertising Executive, wide experience in radio and musical trades. Has organized manufacturers advertising, dealers service, and publicity dept's. Agency experience in copy, layout, contact and production. Seeks an exceptional opportunity, anywhere. Box 814, P. I.

ADVERTISING MANAGER

Eleven years' experience with national advertisers; well recommended; age 28; single; university trained; Christian; direct mail, sales promotion, general advertising and road sales experience. Salary \$5,200. Box 836, P. I.

ARTIST

All mediums, lettering, illustration, design, visualizing and retouching. Owns an airbrush. Young woman now working desires a connection at once in or near New York City. Experienced, quick, bright and has ideas. Address Apt. 302, 9 Kew Gardens Rd., Kew Gardens, L. I., N. Y.

AN unassuming, sincere young man who knows his business, is looking for a job. Has energy—ideas—enthusiasm. He is now the advertising manager of a large, well-rated concern. Due to the make-up of this organization, his future is limited. He is going to look around carefully before making a change. Have you anything to offer? Box 826, Printers' Ink.

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Emergencies

Such as the arrival in our midst of a new and voluminous account, can never take us by surprise—because of our policy of always keeping a healthy surplus of creative talent ready. Yet naturally enough, it is our present clients who profit most by this policy.



The JOHN H. DUNHAM *Company*
Advertising
TRIBUNE TOWER
CHICAGO



HOW DO YOU TEST THE VALUE OF THE CIRCULATION YOU BUY?

The Chicago Tribune this month published the Linebook, annual collection of verse and humor from A Line O'Type or Two, R. H. L.'s column in The Tribune. Tribune readers bought

237,930

Linebooks the first week. The print order was immediately increased to 350,000.

Do you know of any publication that ever had such a demonstration of interest and response to a single feature?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER